

Project Report

A STUDY ON PRODUCT LINE OF PATANJALI AND ITS EFFECT ON CUSTOMERS OF NAGPUR CITY

Submitted to
G.S. College of Commerce & Economics
Nagpur

In partial fulfillment for the award of the degree of
Bachelor of Business Administration

Submitted by
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Under the Guidance of
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Academic Year 2021 – 22





CERTIFICATE

This is to certify that **TRUSHALI SANTOSH KUTHE** has submitted the project report titled **A STUDY ON PRODUCT LINE OF PATANJALI AND ITS EFFECT ON CUSTOMERS OF NAGPUR CITY** towards partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate. It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

DR. ANIRUDDHA AKARTE
(Project Guide)

DR. AFSAR SHEIKH
(Co-ordinator)

Place: NAGPUR

Date:



DECLARATION

I here-by declare that the project with title **A STUDY ON PRODUCT LINE OF PATANJALI AND ITS EFFECT ON CUSTOMERS OF NAGPUR CITY** has been completed by me in partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur** and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

TRUSHALI SANTOSH KUTHE

Place: NAGPUR

Date:

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TRUSHALI SANTOSH KUTHE

Place: NAGPUR

Date:

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CHAPTER -1
INTRODUCTION

Introduction of Marketing

In narrow view, marketing is an activity of selling & purchasing of goods or services. But, the nature and scope of marketing is a much wider perspective. Along with the fulfilment of needs and wants related to the scale and purchase of goods and services. It encompasses the whole process of customer satisfaction. Hence, the process involves identification of consumers' needs and wants and fulfilling it to the extent till the customers are pleased and contented. With the changing marketing environment, the taste and preference of customers also change. Therefore, marketing also considers the changing requirement of the consumers apart from providing them with basic product or services. In totality, marketing comprises of all activities like producing, interacting, distributing and exchanging services which offer value to the public.

Marketing research, conducted for the purpose of new product development or product improvement, is often concerned with identifying the consumer's *unmet needs*. Customer needs are central to market segmentation which is concerned with dividing markets into distinct groups of buyers on the basis of "distinct needs, characteristics, or behaviours who might require separate products or marketing mixes." Needs-based segmentation (also known as *benefit segmentation*) "places the customers' desires at the forefront of how a company designs and markets products or services." Although needs-based segmentation is difficult to do in practice, it has been proved to be one of the most effective ways to segment a market. In addition, a great deal of advertising and promotion is designed to show how a given product's benefits meet the customer's needs, wants or expectations in a unique way.

Definition

- ✓ "Marketing is total system of interacting business activities designed to plan, price, promote and distribute want-satisfying products and services to the present and potential customer".

-William J. Stanton

- ✓ "Marketing is a business process by which products are matched with the market and through which the transfers of ownership are affected".

- Cundiff and Still

8 P's OF Marketing

1. Product

The core of any marketing effort, the product must be something customers desire. The best marketing in the world will have difficulty selling a product for which there is no demand. Therefore, the marketing manager must understand how the product helps the customer solve a problem or achieve a goal. The marketer must also understand the product's relationship in the market -- how is it superior to the competition?

2. Price

Contrary to popular opinion, price is not the main reason customers buy. An inappropriate price can still cost you a great deal of money, though -- whether it's in lost sales or in "money left on the table." Therefore, check that prices of products and services are appropriate both to the reality of the market and the cost of delivering them.

3. Promotion

Promotion is the heart of what most people think of as "marketing." Promotion encompasses every aspect of packaging, advertising, sales methodology, and salespeople. Promotions may use small items or contests to induce the customer to engage with the brand or the product.

4. Place

Where the customer meets the salesperson is the "place." Direct sales methods put the place in the customer's home or office, with a salesperson personally going out to talk with the prospect. Online stores replace the salesperson with a website.

5. People

Selecting, recruiting, hiring, and retaining the people who will do the job that needs to be done is among the most important parts of business. Remember the people in your organisation also market your business and brand.

6. Process

As tempting as it is to think of process in terms of your needs, to marketers process is in fact what your customers experience. The process issues that are most annoying for a customer are

the process elements which put the provider's convenience ahead of the customer's. Therefore, design your process to maximise the customer's enjoyment throughout.

7. Physical evidence

All the visible and tangible traces of your business that a customer encounters prior to buying are the physical evidence. Advertising, signage, your reception area, your corporate brochure, even staff clothing are part of the physical evidence of your business. Use physical evidence to stand out from the competition and create a strong brand image.

8. Productivity

As with process, this is less about your internal productivity than your ability to deliver to your customers. Productivity in this regard is always combined with quality - you supply the best quality every time.

Orientation

A marketing orientation has been defined as a "philosophy of business management." or "a corporate state of mind" or as an "organisation culture" Although scholars continue to debate the precise nature of specific orientations that inform marketing practice, the most commonly cited orientations are as follows

Product

A firm employing a product orientation is mainly concerned with the quality of its own product. A product orientation is based on the assumption that, all things being equal, consumers will purchase products of a superior quality. The approach is most effective when the firm has deep insights into customers and their needs and desires derived from research and (or) intuition and understands consumers' quality expectations and price they are willing to pay. For example, Sony Walkman and Apple iPod were innovative product designs that addressed consumers' unmet needs. Although the product orientation has largely been supplanted by the marketing orientation, firms practising a product orientation can still be found in haute couture and in arts marketing.

Sales

A firm using a sales orientation focuses primarily on the selling/promotion of the firm's existing products, rather than determining new or unmet consumer needs or desires. Consequently, this entails simply selling existing products, using promotion and direct sales techniques to attain

the highest sales possible. The sales orientation "is typically practised with unsought goods." One study found that industrial companies are more likely to hold a sales orientation than consumer goods companies, the approach may also suit scenarios in which a firm holds dead stock, or otherwise sells a product that is in high demand, with little likelihood of changes in consumer tastes diminishing demand.

A 2011 meta analyses has found that the factors with the greatest impact on sales performance are a salesperson's sales related knowledge (knowledge of market segments, sales presentation skills, conflict resolution, and products), degree of adaptiveness (changing behaviour based on the aforementioned knowledge), role clarity (salesperson's role is to expressly to sell), cognitive aptitude (intelligence) and work engagement (motivation and interest in a sales role).

Production

A firm focusing on a production orientation specializes in producing as much as possible of a given product or service in order to achieve economies of scale or economies of scope. A production orientation may be deployed when a high demand for a product or service exists, coupled with certainty that consumer tastes and preferences remain relatively constant (similar to the sales orientation). The so-called production era is thought to have dominated marketing practice from the 1860s to the 1930s, but other theorists argue that evidence of the production orientation can still be found in some companies or industries. Specifically Kotler and Armstrong note that the production philosophy is "one of the oldest philosophies that guides sellers... [and] is still useful in some situations."

Marketing

The marketing orientation is perhaps the most common orientation used in contemporary marketing. It is a customer-centric approach that involves a firm basing its marketing program around products that suit new consumer tastes. Firms adopting a marketing orientation typically engage in extensive market research to gauge consumer desires, use R&D to develop a product attuned to the revealed information, and then utilize promotion techniques to ensure consumers are aware of the product's existence and the benefits it can deliver, Scales designed to measure a firm's overall market orientation have been developed and found to be relatively robust in a variety of contexts.

The marketing orientation often has three prime facets, which are:

Customer orientation: A firm in the market economy can survive by producing goods that persons are willing and able to buy. Consequently, ascertaining consumer demand is vital for a firm's future viability and even existence as a going concern.

Organizational orientation: In this sense, a firm's marketing department is often seen as of prime importance within the functional level of an organization. Information from an organization's marketing department would be used to guide the actions of other departments within the firm. As an example, a marketing department could ascertain (via marketing research) that consumers desired a new type of product, or a new usage for an existing product. With this in mind, the marketing department would inform the R&D department to create a prototype of a product/service based on consumers' new desires.



PATANJALI

CHAPTER-2

INTRODUCTION OF COMPANY

COMPANY PROFILE

Introduction of company:-

It is an FMCG empire that was not in the *competition analysis PowerPoint*s of the big players even a couple of years back. Today, Baba Ramdev's Patanjali is sweeping away everything in its path. From local stores to Amazon, Patanjali Products are everywhere. The product quality is best in breed, the prices competitive and the distribution chain is probably the first that is rivalling even the Cola majors.

For the last decade, Baba Ramdev did not focus on proclaiming that his brand was the best. Instead, he told us about the evils of MNCs, the virtues of products made in India, the corruption of corporates, the exploitation of farmers, the cancerous effects of fertilizers and chemicals and just about everything that surrounded his products. He just showed us the reasons and left us on our own to explore his products.

This was brilliant. See, when someone forces you to try out a product you might have a bias to reject it as 'overselling'. However, here no one was pushing anything, only an environment was created where you wanted to see if the alternative to above evils was usable. You might have been influenced by the fear of diseases or you might just have been patriotic enough to shun all evil US firms. Whatever the reason, you already had a positive environment to try the Patanjali products.

Organization conducts its business on the following three main principles:

Providing excellent products to consumers (making sure the company does not add any preservatives or uses natural preservatives as far as possible).

Producing products in the most cost-effective manner so that the products are priced very reasonably.

Whatever profits the company earns are ploughed back into business so that it can invest the same for launch of new products, cost effectiveness or further capacity expansion.

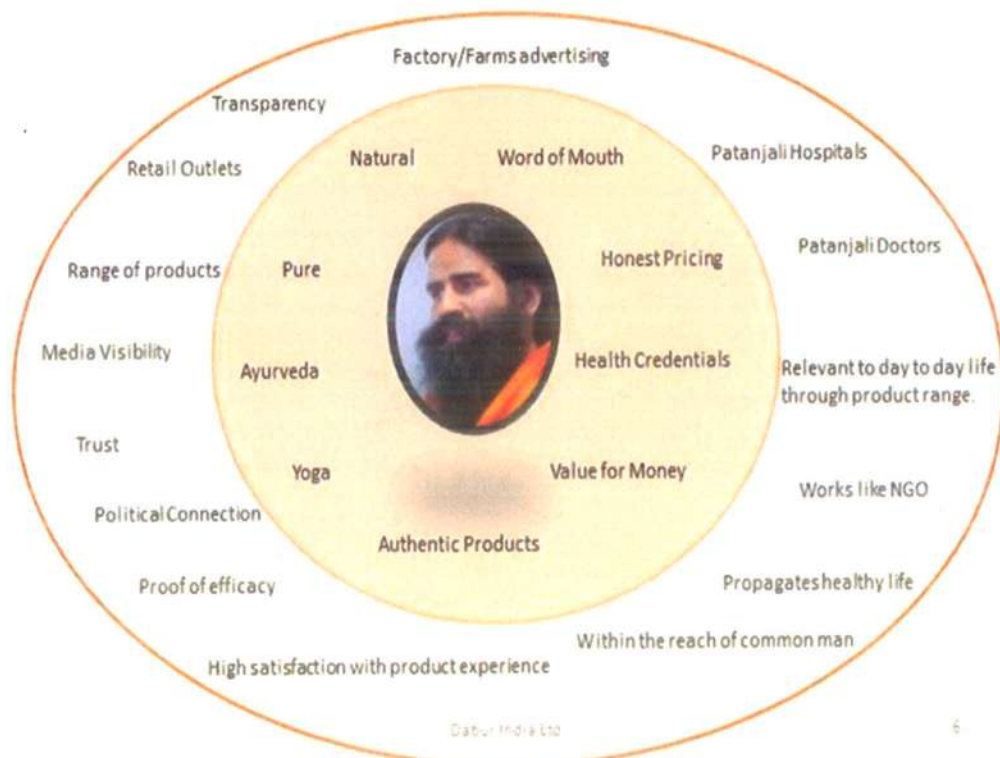
Patanjali Ayurveda is one of the untold start-up success stories, and in the next couple of years when it inevitably displaces more large players, be ready for more news stories aimed to surprise the readers!

PATANJALI LOGO



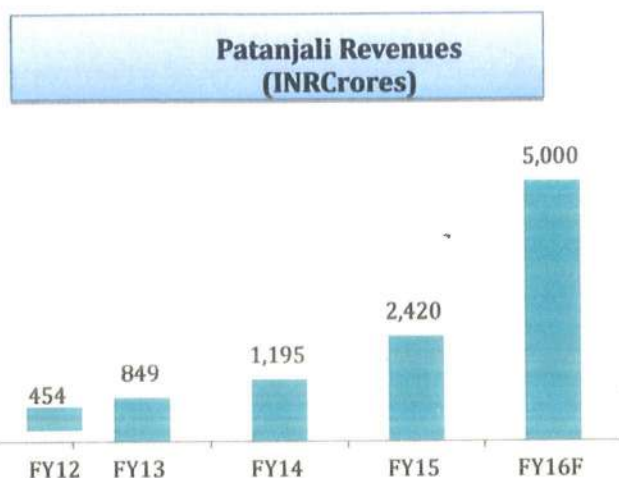
- The symbol of 'Om'- Hindu religion and Indian traditions forms the core of Patanjali's Logo.
- A picture of a yogi next to the Om, represents Baba Ramdev- the face of the brand (It makes easier for Patanjali to win the trust of people- through Ramdev's fan following)
- A sapling , indicates herbal and natural products of Patanjali
- The strokes of green, white and saffron colors depicts Indian flag-stand for - Swadeshi i.e. Being Indian Logo
- Maximum of the products packaging have saffron color highlighted to target the large Hindu Religion people.

Helicopter View



Growth Summary

Patanjali Revenues (INRCrores)



Revenues from different product categories in FY'15

Product	Revenue contribution	Growth rate *
Food	37%	100%
Medicines	19%	31%
Toiletries	15%	54%
Dental products	11%	46%
Hair care	11%	51%
Cosmetics	7%	41%

- Only 19% of Patanjali's revenues are from pure Ayurvedic medicines, while 44% comes from Herbal / Ayurvedic cosmetics and the remaining 37% comes from foods
- **Desi ghee** has since become the most popular of Patanjali's products, bringing in INR 442 crore
- **Dant Kanti**, which was launched in 2010 is already a INR 250 crore brand
- 69% of the sales comes from **North India**, with desi ghee, atta and mustard oil being the fastest moving SKUs
- Patanjali made a **profit** of INR 316 crores (15%) in FY'15 with an EBITDA of 20%

Product line of Patanjali

Skincare products:-

➤ Face Wash

1. Neem Tulsi
2. Aloe vera gel
3. Lemon Honey
4. Patanjali activated carbon
5. Face pack multani mitti

➤ Face creams

1. Saundaraya anti aging cream
2. Saundaraya swarn kanti cream
3. Aloe vera moisturising cream
4. Sunscreen cream
5. Beauty cream

➤ Dental care

1. Dant Kanti advance
2. Active care toothbrush
3. Dant kanti medicated
4. Dant kanti dental cream

Hair care products:-

➤ Shampoo

1. Kesh kanti natural pouch
2. Kesh kanti natural
3. Kesh kanti reetha
4. Kesh kanti aloe vera hair cleanser
5. Kesh kanti milk protein

➤ Hair oil

1. Kesh taila
2. Amla hair oil
3. Sheetal oil

4. Kesh kanti hair oil
5. Coconut oil

➤ **Hair conditioner**

1. Damage control
2. Hair colour protection
3. Hair conditioner olive almond
4. Herbal mehandi
5. Kesh kanti hair conditioner

➤ **Body care**

1. Gulab jal
2. Kanti neem
3. Kanti panchagavya
4. Peedantaq oil
5. Lemon body cleanser

Toiletries products:-

➤ **Detergent powders**

1. Detergent powder superior
2. Detergent powder premium
3. Detergent powder popular

➤ **Hand wash**

1. Hand wash refill pack
2. Hand wash almond kesar
3. Hand wash olive hand wash

➤ **Eye care**

1. Drishti eye drop
2. Herbal kajal

Herbal home products:-

➤ **Aggarbati**

1. Madhuraam yajna sugandham
2. Madhuraam white flower

3. Madhuram sandal
4. Madhuram meditation
5. Madhuram rose

Health care products:-

➤ **Digestive**

1. Pachak hing goli
2. Pachak jaljeera
3. Pachak chhuhara

➤ **Chyawanprash**

➤ **Ghee**

1. Desi ghee
2. Cow's ghee

➤ **Honey**

Food products:-

- Biscuits
- Herbal tea
- Gram flour besan
- Noodles
- Namkeens
- Spices
- Jam
- Pickle
- Candy
- Rice
- Papad

HISTORY OF COMPANY

Balkrishna established the Patanjali Ayurved Limited in 2006 along with Ramdev Baba with the objective of establishing science of Ayurveda in accordance and coordinating with the latest technology and ancient wisdom. Swami Ramdev inspires its business ideology. Patanjali Ayurveda produces products in the categories of personal care and food. The company manufactures 444 products including 45 types of cosmetic products and 30 types of food products.

PATANJALI PRODUCTS



Detail of actual work undertaken

Objectives of the Training / Internship

To map and convert all the Patanjali Outlets in Nagpur.

Details of work assigned

To map and convert all types of Patanjali Outlet which includes Patanjali Chikitsalaya (Type-1), Patanjali Arogya Kendra (Type-2), other Retailers selling Patanjali products (Type-3), Patanjali Megastore (Type-4).

Then systematically include the converted outlet in the beats of Patanjali SSM & HCA. This will make sure the entire converted outlet is well placed under the distribution channel of Patanjali.

Analysis

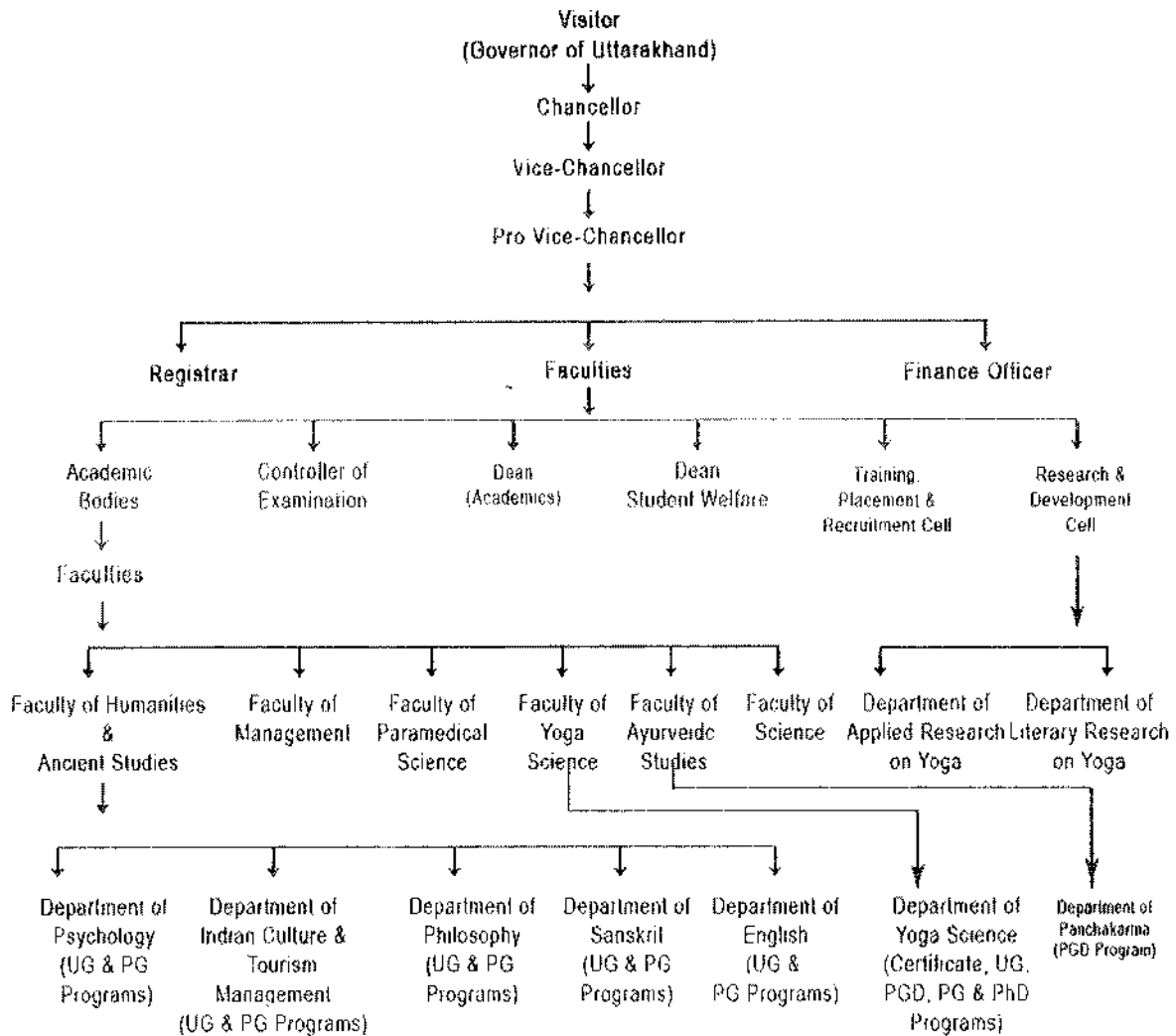
- Studied various S&D network of Patanjali.
- To understand the organization hierarchy.
- To study about the various brands of Patanjali.
- To calculate the Retail Margin and various Scheme provided to retailers.
- To understand the working of Dhristi Software of Patanjali.
- Proper Procedure to add Patanjali Outlets
- Mock Sales Call
- To Study about the various model on which the various Patanjali Outlets work.

VISION AND MISSION

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 re- geared up to serve people by bringing the blessing 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. Making India an ideal place for the growth and development of Ayurveda and a prototype for the world.

- Self- independence of India from Swadeshi
- To promote Indian product
- Make a largest retail chain in all over India both rural and urban market.
- To provide reasonable price for farmers

ORGANISATION STRUCTURE



ACHIEVEMENTS

- ☐ Giant FMGC in only 5 years
- ☐ Accomplished "Make In India Concept "
- ☐ Highest Turnover Cum Profit (2007-250 crores and 2015-2,215crores)
- ☐ Maximum Outlets In Minimum Time (2007-150 Outlet and Now 2015 15000 exclusive + 1,00,000 stores)
- ☐ Biggest Swadeshi Movement
- ☐ Tough Competitor in the Market for other MNCs and Indian Companies.

THE COMPETITORS

- Dabur India Ltd.
- Shri Baidyanath
- Zandu Pharmaceutical Work
- The Himalaya Drug Company
- Charak Pharmaceuticals
- Vicco Laboratories
- The Emami Group
- Hamdard (Unani) etc.

CHAPTER-3
OBJECTIVES OF THE STUDY

OBJECTIVES OF THE STUDY

- To study the market potential for products of Patanjali.
- To know marketing strategies adopted by Patanjali.
- To Study the satisfaction level of customer about the products of Patanjali.
- The study is also conducted to know what type of product they produced and what is the quality and benefits of their products.

CHAPTER-4
LITERATURE REVIEW

LITERATURE REVIEW

Overview of various studies on Marketing Strategies of Patanjali are as follows:

The study "A Study Of Brand Strategy and the Demand Inclination of the Patanjali Products in India" proposed by Ms. Pooja Pandey & Dr. Kanchan Bhatia suggested that a decade ago Patanjali Ayurveda came with an influential dialogue "no chemicals & swadeshi alternative". In a very few months, Patanjali has become a prime household name. Today, Patanjali Ayurveda Limited is as one of the main players in the Indian FMCG (Fast Moving Consumer Goods) company, and blindly trusted by the people across the country. Patanjali has now become the most prestigious brand in India and has a turnover of more than 2,000 crore in a very short span of time. Patanjali Ayurveda is offering the entire range of FMCG products such as food, grocery, nutrition, hair care, skin care and dental care at much competitive price than the other brands available in the market. The research "A Study of Brand Strategy and the Demand Inclination of the Patanjali Products in India" will provide the information of sales, marketing and the branding strategy of the Patanjali products. We will discuss the factor responsible for the growth of Patanjali Ayurvedic Limited and the future projects by Patanjali Ayurvedic Limited.

The study "Is spirituality one of the basic marketing strategy used by Patanjali?" proposed by Reena Yadav suggested that The marketing through spirituality is one of the hot topics now a day because of the fact that spiritual marketing has great influence on consumer's consumption behavior. Because of which spiritual organizations now days have started producing and selling their own products. There are various dimensions of spirituality but in this research paper, the focus is on performing pranayam and yoga. One such example is that of Patanjali. Swami Ramdev is one such guru who has been teaching people yoga and pranayam that people found to be very effective. Seeing people's confidence in his teaching, he launched various products in various product lines. This paper tries to study the factors behind the success of Patanjali, marketing strategies used by Patanjali.

The study "Marketing strategies of Patanjali Ayurved (FMCG) in present market scenario" proposed by Dr. Mukesh Sahu suggested that India is one of the biggest developing business sector with an aggregate populace over one billion. After post-progression the nearness of MNC indicating extraordinary rivalry among organizations for their item. They are accompanying new items to pull in clients. In such a ferocious rivalry period, organizations are accompanying separated and imaginative items to pick up piece of the overall industry. Around 73 percent of the populace lives in rustic territory while rest 28 percent in urban

agglomerations. Since the real Indian populace lives in provincial zone so there is a need to supplant conventional urban system with imaginative country methodology. The present paper endeavor to talk about the part of creative promoting and marketing strategies in the market and its effect on clients. Multinational enterprises (MNEs) are increasing their presence in the lives of more and more consumers as companies seek to expand and promote their products to a still wider range of markets globally. As markets change and develop, so does the strategy used to enter them, and companies must be able to choose the correct way to enter markets in order to remain competitive.

CHAPTER -5
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

MEANING OF RESEARCH

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. The Advanced Learner's Dictionary of Current English lays down the meaning of research as "a careful investigation or inquiry specially through search for new facts in any branch of knowledge."¹

Redman and Mory define research as a "systematized effort to gain new knowledge."

Some people consider research as a movement, a movement from the known to the unknown. It is actually a voyage of discovery. We all possess the vital instinct of inquisitiveness for, when the unknown confronts us, we wonder and our inquisitiveness makes us probe and attain full and fuller understanding of the unknown. This inquisitiveness is the mother of all knowledge and the method, which man employs for obtaining the knowledge of whatever the unknown, can be termed as research.

Research is an academic activity and as such the term should be used in a technical sense.

According to Clifford Woody research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organising and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis. D. Slesinger and M. Stephenson in the Encyclopaedia of Social Sciences define research as "the manipulation of things, concepts or symbols for the purpose of generalising to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art.

Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective and systematic method of finding solution to a problem is research. The systematic approach concerning generalisation and the formulation of a theory is also research. As such the term 'research' refers to the systematic method

Both primary and secondary data are collected from respondent to address the research. We referred to existing research on similar products available in market to have a better insight about the market stand of the product. Based on particular format of questionnaire done with two broad categories of the consumer the response were analyzed. The following are the methods of data collection.

Primary data

Primary data are information collected by a researcher specifically for a research assignment. In other words, primary data are information that a company must gather because no one has compiled and published the information in a forum accessible to the public. Companies generally take the time and allocate the resources required to gather primary data only when a question, issue or problem presents itself that is sufficiently important or unique that it warrants the expenditure necessary to gather the primary data. Primary data are original in nature and directly related to the issue or problem and current data. Primary data are the data which the researcher collects through various methods like interviews, surveys, questionnaires etc.

Primary data only when a question, issue or problem presents itself that is sufficiently important or unique that it warrants the expenditure necessary to gather the primary data.

Primary data are original in nature and directly related to the issue or problem and current data. Primary data are the data which the researcher collects through various methods like interviews, surveys, questionnaires etc. The primary data have own advantages and disadvantages:

(i) Advantages of primary data:

Advantages of primary data are as follows:

- The primary data are original and relevant to the topic of the research study so the degree of accuracy is very high.
- Primary data is that it can be collected from a number of ways like interviews, telephone surveys, focus groups etc. It can be also collected across the national borders through emails and posts. It can include a large population and wide geographical coverage.
- Moreover, primary data is current and it can better give a realistic view to the researcher about the topic under consideration.
- Reliability of primary data is very high because these are collected by the concerned and reliable party.

(ii) Disadvantages of primary data:

Following are the disadvantages of primary data:

- For collection of primary data where interview is to be conducted the coverage is limited and for wider coverage a more number of researchers are required.
- A lot of time and efforts are required for data collection. By the time the data collected, analysed and report is ready the problem of the research becomes very serious or out

dated. So the purpose of the research may be defeated.

- It has design problems like how to design the surveys. The questions must be simple to understand and respond.
- Some respondents do not give timely responses. Sometimes, the respondents may give fake, socially acceptable and sweet answers and try to cover up the realities.
- With more people, time and efforts involvement the cost of the data collection goes high. The importance of the research may go down.
- In some primary data collection methods there is no control over the data collection. Incomplete questionnaire always give a negative impact on research.
- Trained persons are required for data collection. In experienced person in data collection may give inadequate data of the research.

Secondary Data

Secondary data is a type of data that has already been published in books, newspapers, magazines, journals, online portals etc. There is an abundance of data available in these sources about your research area in business studies, almost regardless of the nature of the research area. Therefore, application of appropriate set of criteria to select secondary data to be used in the study plays an important role in terms of increasing the levels of research validity and reliability.

These criteria include, but not limited to date of publication, credential of the author, reliability of the source, quality of discussions, depth of analyses, the extent of contribution of the text to the development of the research area etc.

(b) Secondary Data

Secondary data are the data collected by a party not related to the research study but collected these data for some other purpose and at different time in the past. If the researcher uses these data then these become secondary data for the current users. These may be available in written, typed or in electronic forms. A variety of secondary information sources is available to the researcher gathering data on an industry, potential product applications and the market place. Secondary data is also used to gain initial insight into the research problem. Secondary data is classified in terms of its source -- either internal or external. Internal, or in-house data, is secondary information acquired within the organization where research is being carried out. External secondary data is obtained from outside sources. There are various advantages and disadvantages of using secondary data.

(i) Advantages of Secondary Data:

Advantages of secondary data are following:

- The primary advantage of secondary data is that it is cheaper and faster to access.
- Secondly, it provides a way to access the work of the best scholars all over the world.
- Thirdly, secondary data gives a frame of mind to the researcher that in which direction he/she should go for the specific research.
- Fourthly secondary data save time, efforts and money and add to the value of the research study.

10

(ii) Disadvantages of Secondary data:

Following are the disadvantage of secondary data:

- The data collected by the third party may not be a reliable party so the reliability and accuracy of data go down.
- Data collected in one location may not be suitable for the other one due variable environmental factor.
- With the passage of time the data becomes obsolete and very old
- Secondary data collected can distort the results of the research. For using secondary data a special care is required to amend or modify for use.
- Secondary data can also raise issues of authenticity and copyright.

Keeping in view the advantages and disadvantages of sources of data requirement of the research study and time factor, both sources of data i.e. primary and secondary data have been selected. These are used in combination to give proper coverage to the topic.

❖ **Sampling**

Sampling may be defined as the selection of some part of an aggregate or totality on the basis of which a judgement or inference about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by examining only a part of it. In most of the research work and surveys, the usual approach happens to be to make generalisations or to draw inferences based on samples about the parameters of population from which the samples are taken. The researcher quite often selects only a few items from the universe for his study purposes. All this is done on the assumption that the sample data will enable him to estimate the population parameters. The items so selected constitute what is technically called a sample, their selection process or technique is called sample design and the survey conducted on the basis of sample is described as sample survey. Sample should be truly

representative of population characteristics without any bias so that it may result in valid and reliable conclusions.

❖ Sampling Methods

- ✓ **Random sampling** is the purest form of probability sampling. Each member of the population has an equal and known chance of being selected. When there are very large populations, it is often difficult or impossible to identify every member of the population, so the pool of available subjects becomes biased.
- ✓ **Systematic sampling** is often used instead of random sampling. It is also called an Nth name selection technique. After the required sample size has been calculated, every Nth record is selected from a list of population members. As long as the list does not contain any hidden order, this sampling method is as good as the random sampling method. Its only advantage over the random sampling technique is simplicity. Systematic sampling is frequently used to select a specified number of records from a computer file.
- ✓ **Stratified sampling** is commonly used probability method that is superior to random sampling because it reduces sampling error. A stratum is a subset of the population that share at least one common characteristic. Examples of strata might be males and females, or managers and non-managers. The researcher first identifies the relevant strata and their actual representation in the population. Random sampling is then used to select a *sufficient* number of subjects from each stratum. "*Sufficient*" refers to a sample size large enough for us to be reasonably confident that the stratum represents the population. Stratified sampling is often used when one or more of the strata in the population have a low incidence relative to the other strata.
- ✓ **Convenience sampling** is used in exploratory research where the researcher is interested in getting an inexpensive approximation of the truth. As the name implies, the sample is selected because they are convenient. This non-probability method is often used during preliminary research efforts to get a gross estimate of the results, without incurring the cost or time required to select a random sample.
- ✓ **Judgment sampling** is a common non-probability method. The researcher selects the sample based on judgment. This is usually an extension of convenience sampling. For example, a researcher may decide to draw the entire sample from one "representative" city, even though the population includes all cities. When using this method, the researcher must be confident that the chosen sample is truly representative of the entire population.

- ✓ **Quota sampling** is the non-probability equivalent of stratified sampling. Like stratified sampling, the researcher first identifies the strata and their proportions as they are represented in the population. Then convenience or judgment sampling is used to select the required number of subjects from each stratum. This differs from stratified sampling, where the strata are filled by random sampling.

Sample Size

Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample. The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. In practice, the sample size used in a study is determined based on the expense of data collection, and the need to have sufficient statistical power. In complicated studies there may be several different sample sizes involved in the study: for example, in a stratified survey there would be different sample sizes for each stratum. In a census, data are collected on the entire population, hence the sample size is equal to the population size. In experimental design, where a study may be divided into different treatment groups, this may be different sample sizes for each group.

Sample sizes may be chosen in several different ways:

- Experience -- A choice of small sample sizes, though sometimes necessary, can result in wide confidence intervals or risks of errors in statistical hypothesis testing.
- Using a target variance for an estimate to be derived from the sample eventually obtained, i.e. if a high precision is required (narrow confidence interval) this translates to a low target variance of the estimator.
- Using a target for the power of a statistical test to be applied once the sample is collected.
- Using a confidence level, i.e. the larger the required confidence level, the larger the sample size (given a constant precision requirement).

Introduction

Larger sample sizes generally lead to increased precision when estimating unknown parameters. For example, if we wish to know the proportion of a certain species of fish that is infected with a pathogen, we would generally have a more precise estimate of this proportion if we sampled and examined 200 rather than 100 fish. Several fundamental facts of mathematical statistics describe this phenomenon, including the law of large numbers and the central limit theorem.

In some situations, the increase in precision for larger sample sizes is minimal, or even non-existent. This can result from the presence of systematic errors or strong dependence in the data, or if the data follows a heavy-tailed distribution.

Sample sizes are judged based on the quality of the resulting estimates. For example, if a proportion is being estimated, one may wish to have the 95% confidence interval be less than 0.06 units wide. Alternatively, sample size may be assessed based on the power of a hypothesis test. For example, if we are comparing the support for a certain political candidate among women with the support for that candidate among men, we may wish to have 80% power to detect a difference in the support levels of 0.04 units.

The Definition of Sample Size

Sample size measures the number of individual samples measured or observations used in a survey or experiment. For example, if you test 100 samples of soil for evidence of acid rain, your sample size is 100. If an online survey returned 30,500 completed questionnaires, your sample size is 30,500.

“The sample size for this study is 50 people”

HYPOTHESIS

H0- customers are not aware about various products of Patanjali.

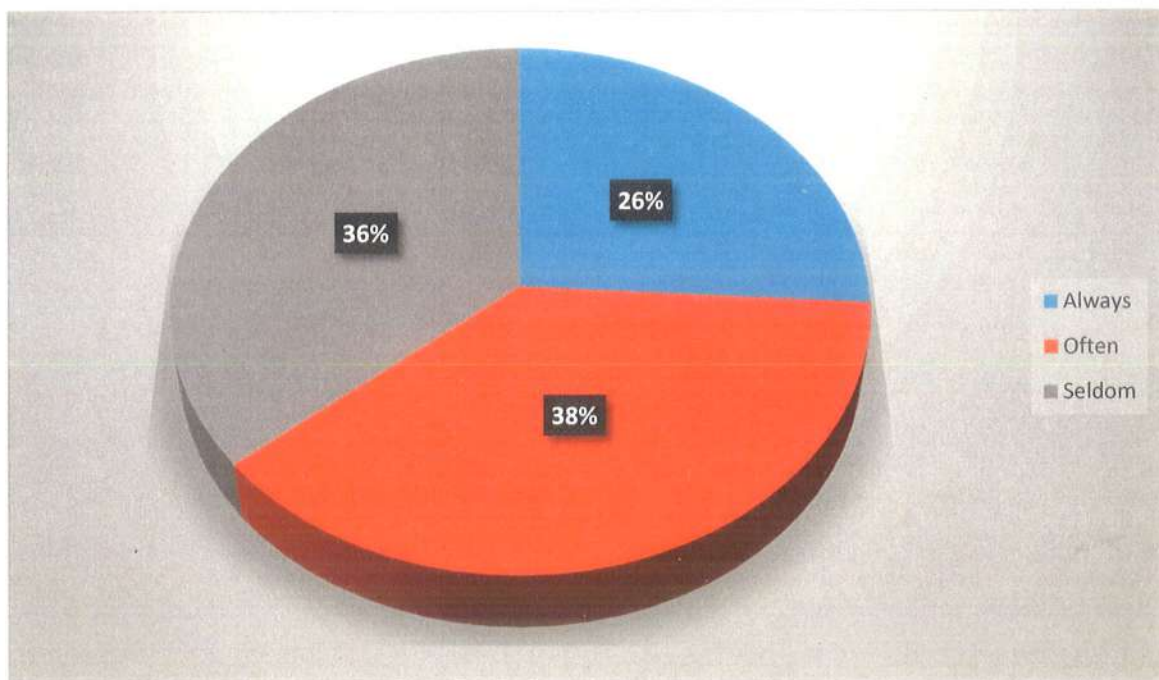
H1- Customers' are highly satisfied with the products of Patanjali.

CHAPTER-6
DATA ANALYSIS AND
INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

1. How frequently do you purchase Patanjali products?

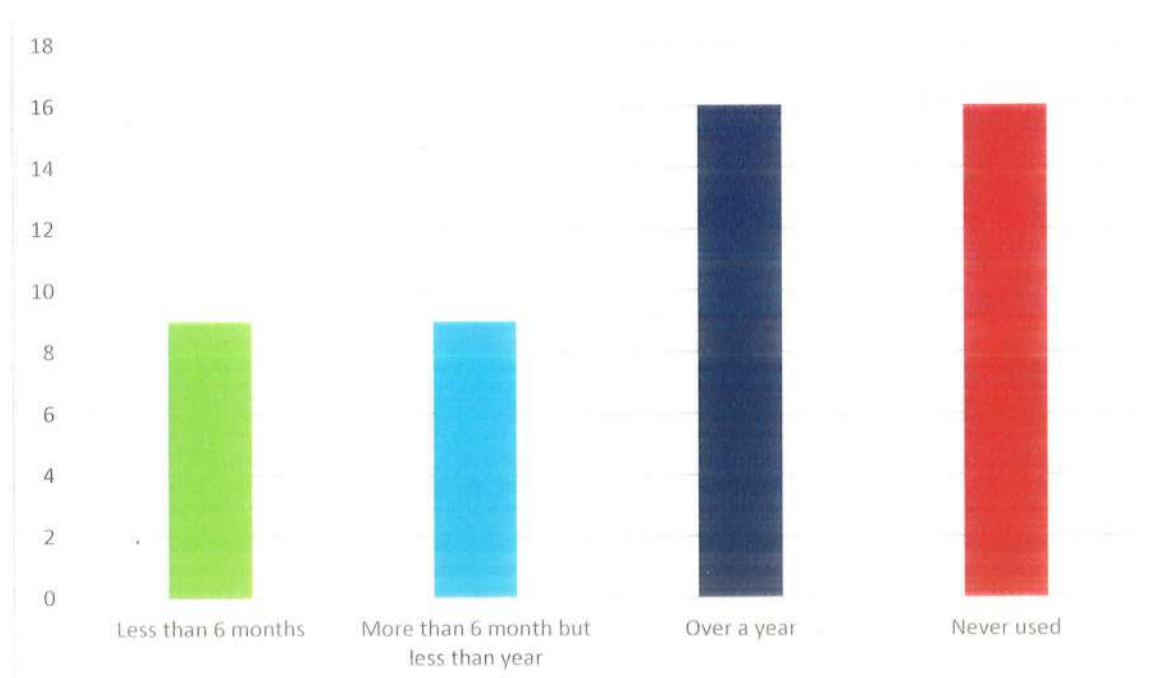
Sr.no	Options	No. of Respondents	Percentage %
1	Always	13	26
2	Often	19	38
3	Seldom	18	36



Interpretation:- Thus, it can be said that 36% of respondents purchase Patanjali products on Seldom basis, 38% of respondents purchase often and 26% of respondents purchase Patanjali products regularly.

2. How long have you been using Patanjali products?

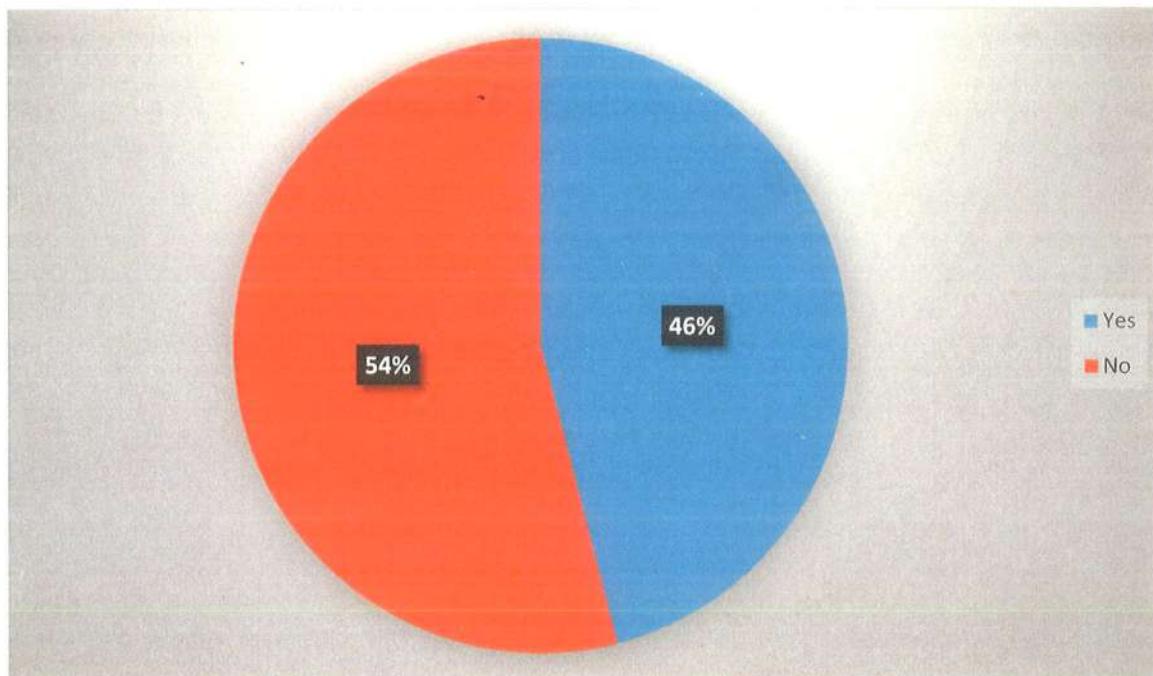
Sr.no	Options	No. of Respondent	Percentage %
1	Less than 6 month	9	18
2	More than 6 month but less than year	9	18
3	Over a year	16	32
4	Never used	16	32



Interpretation:-Thus, it can be said that 32% of the respondents use Patanjali products over a year as well as 32% have never used. There are 18% of respondents who use Patanjali products less than 6 months as well as 18% of respondents are using Patanjali products more than 6 months.

3. Are you satisfied with the prices of Patanjali products?

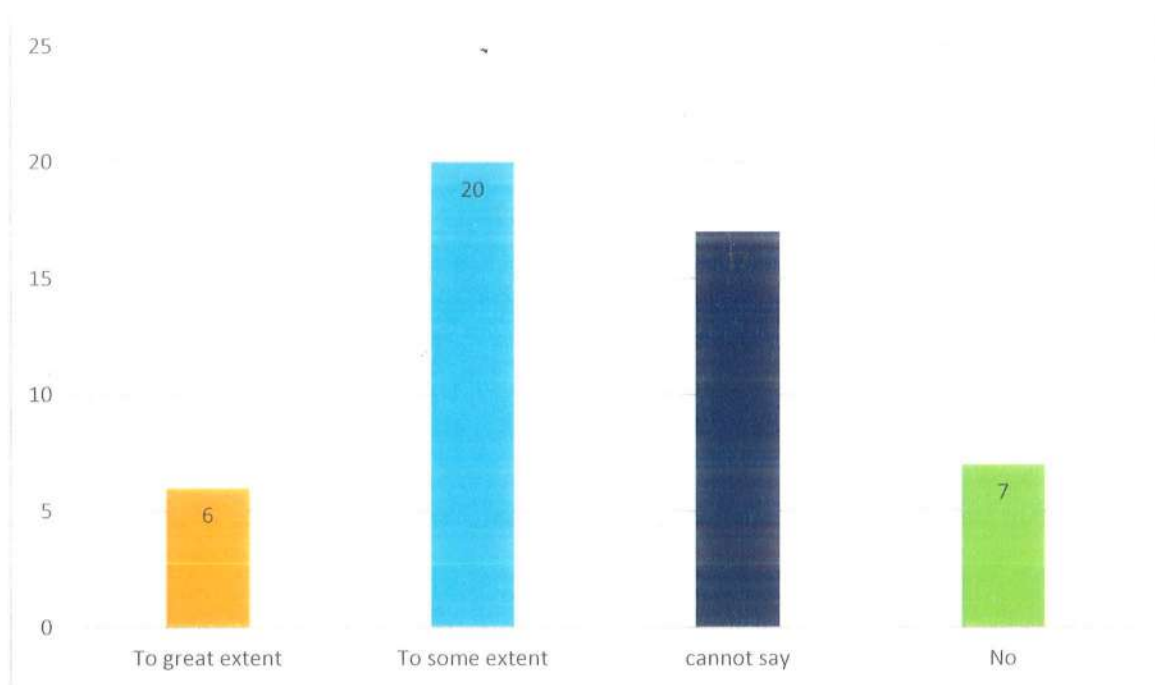
Sr.no	Options	No. of Respondents	Percentage%
1	Yes	23	46
2	No	27	54



Interpretation:-Thus, through the above figure it can be derived that 54% of the customers are not satisfied with the price of Patanjali products and 46% of the customers are satisfied with the price of Patanjali products.

4. Do you think that quality of the Patanjali products is satisfactory?

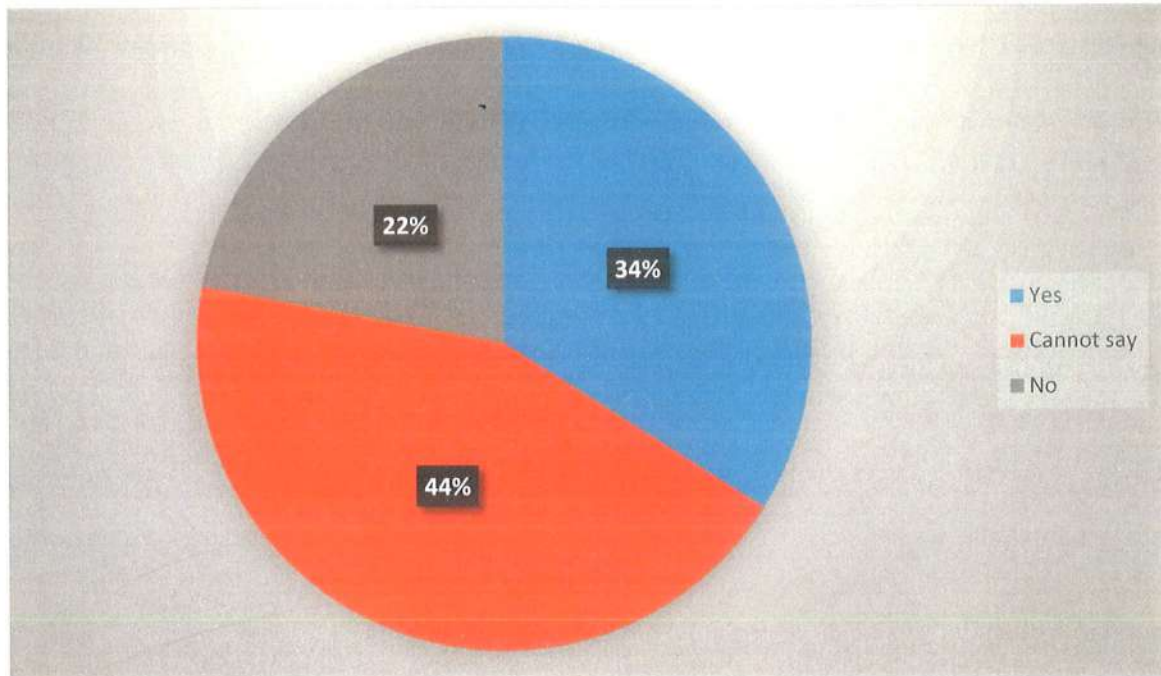
Sr.no	Options	No. of Respondent	Percentage %
1	To great extent	6	12
2	To some extent	20	40
3	Cannot say	17	34
4	No	7	14



Interpretation:-Thus, it can be said that 40% of respondents are satisfied by quality of Patanjali product to some extent, 34% of respondents cannot say about the quality of Patanjali products, 12% of respondents are highly satisfied with Patanjali products and 14% of respondents are not satisfied with the Patanjali products.

5. Are you satisfied with the services provided by Patanjali Outlets?

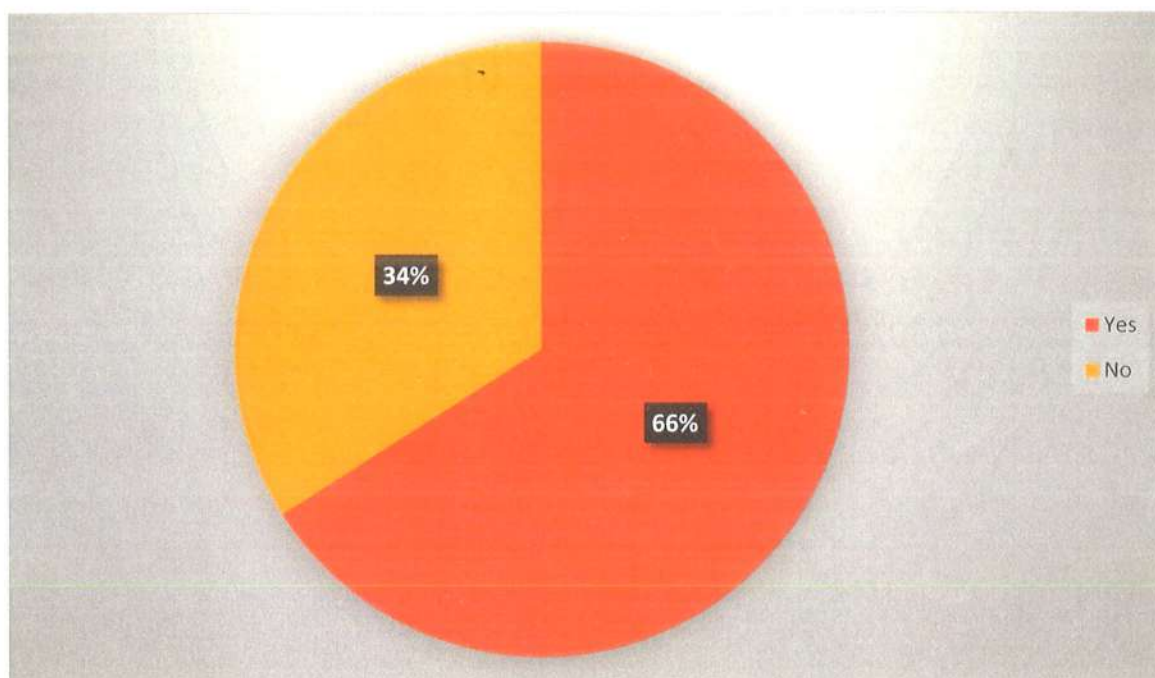
Sr.no	Options	No. of Respondents	Percentage %
1	Yes	17	34
2	Cannot say	22	44
3	No	11	22



Interpretation:-Thus, it can be said that, 44% of respondents cannot say, 34% are satisfied and 22% are not satisfied with the services provided by Patanjali outlets.

6. Do you think that promotional strategies adopted by Patanjali are good?

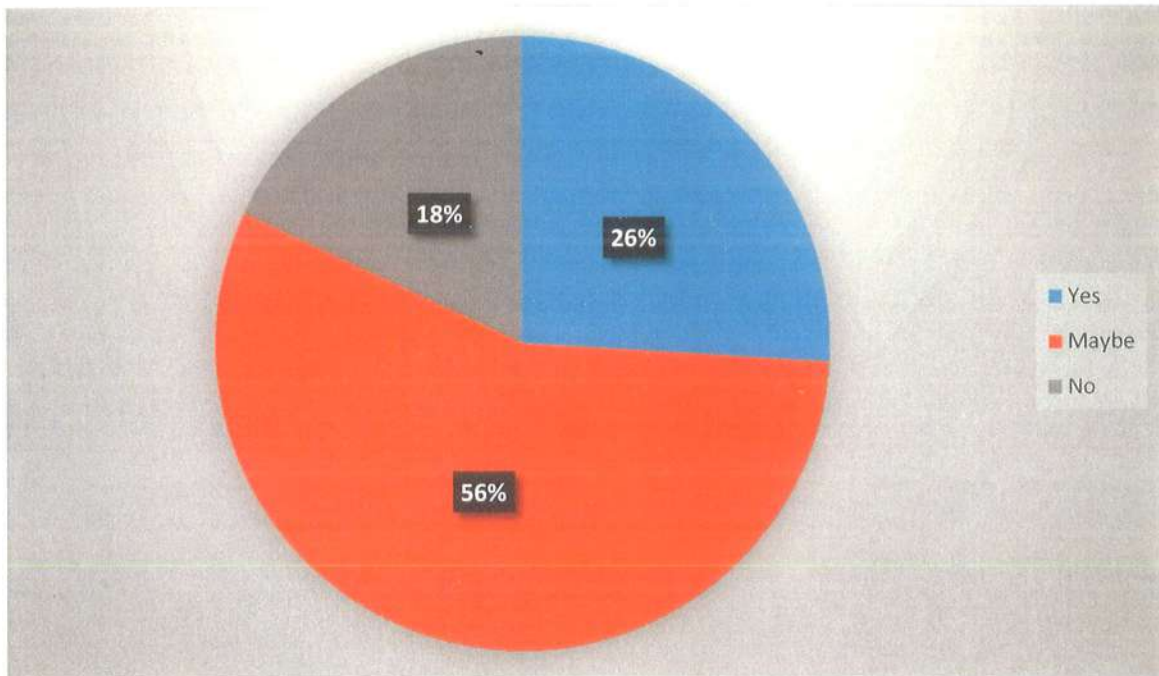
Sr.no	Options	No. of Respondents	Percentage %
1	Yes	33	66
2	No	17	34



Interpretation:-Thus, it can be concluded that 66% of respondents said that promotional strategies adopted by Patanjali are very good while 34% of respondents are not satisfied.

7. Would you purchase Patanjali products again?

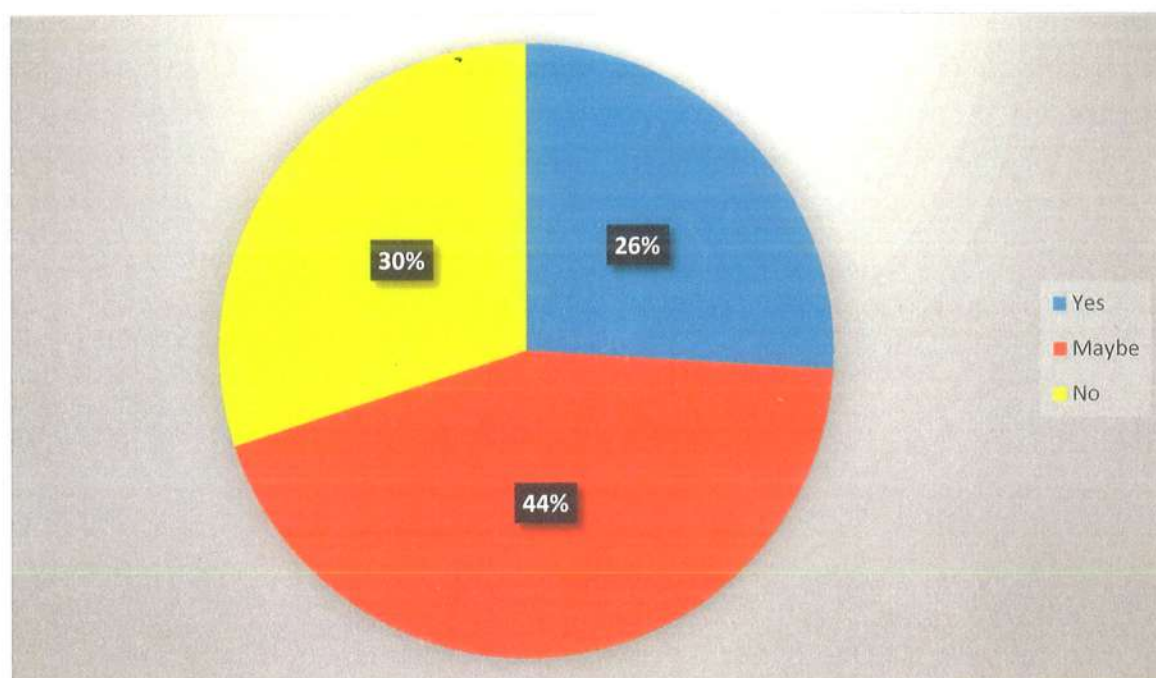
Sr.no	Options	No. of Respondents	Percentage %
1	Yes	13	26
2	May be	28	54
3	No	9	18



Interpretation:-In the above diagram, 56% of respondents may purchase Patanjali products again, 26% of respondents will purchase Patanjali products again and 18% of respondents will not purchase Patanjali products again.

8. Would you recommend these products to your peers?

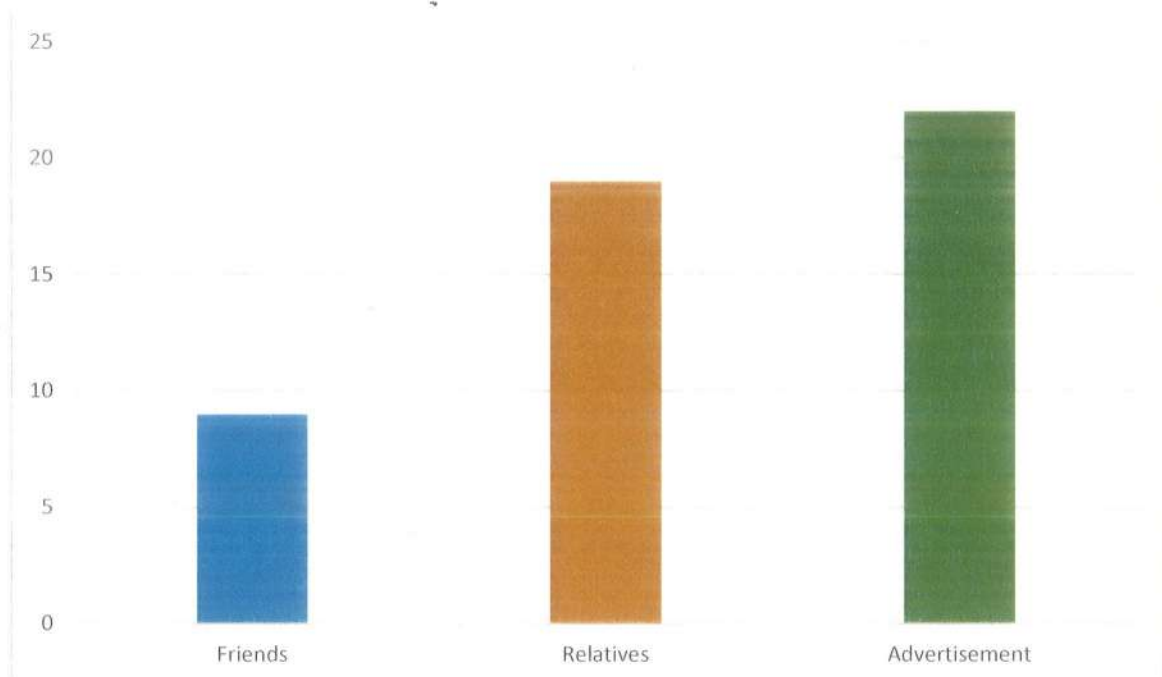
Sr.no	Options	No. of Respondents	Percentage %
1	Yes	13	26
2	May be	22	44
3	No	15	30



Interpretation:-It can be said that 44% of respondents may suggest Patanjali products to their peers, 30% of respondents will not suggest patanjali products and 26% of respondents will suggest Patanjali products to their peers.

9. What was the source of information about the product?

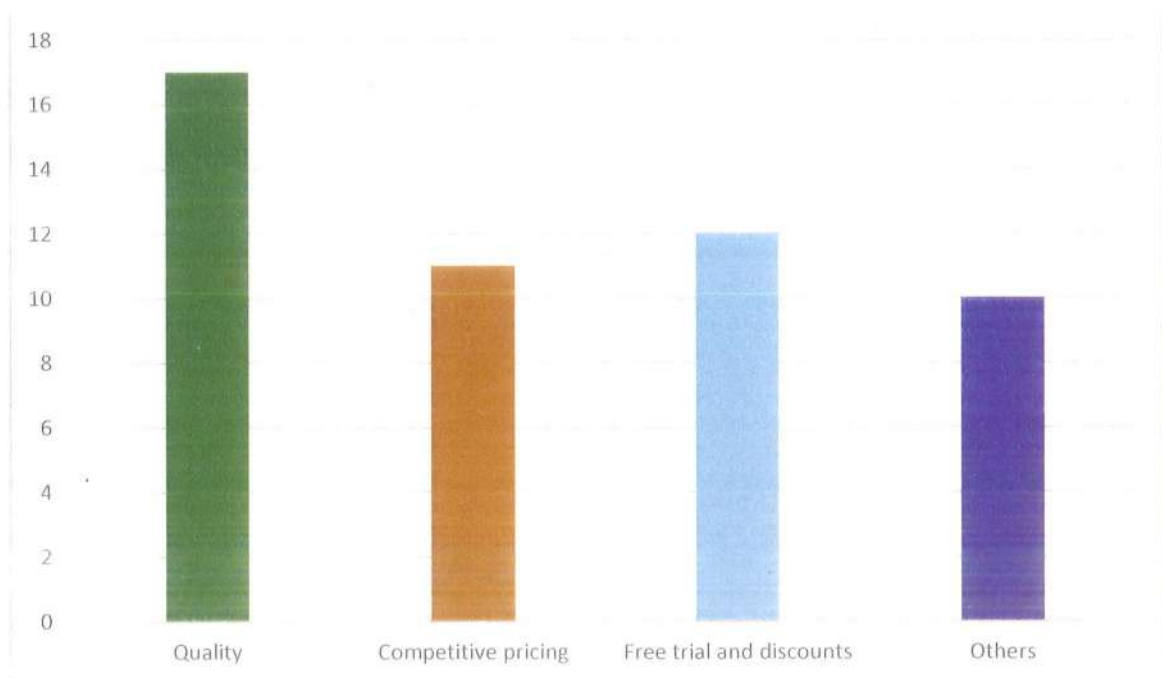
Sr.no	Options	No. of Respondents	Percentage %
1	Friends	9	18
2	Relatives	19	38
3	Advertisement	22	44



Interpretation:- Thus, from the above figure 44% of respondents come to know about Patanjali product from advertisement, 38% came to know by their relatives while 18% of respondents got information from their friends.

10. Which of the following, according to you, help to build a good brand image for patanjali?

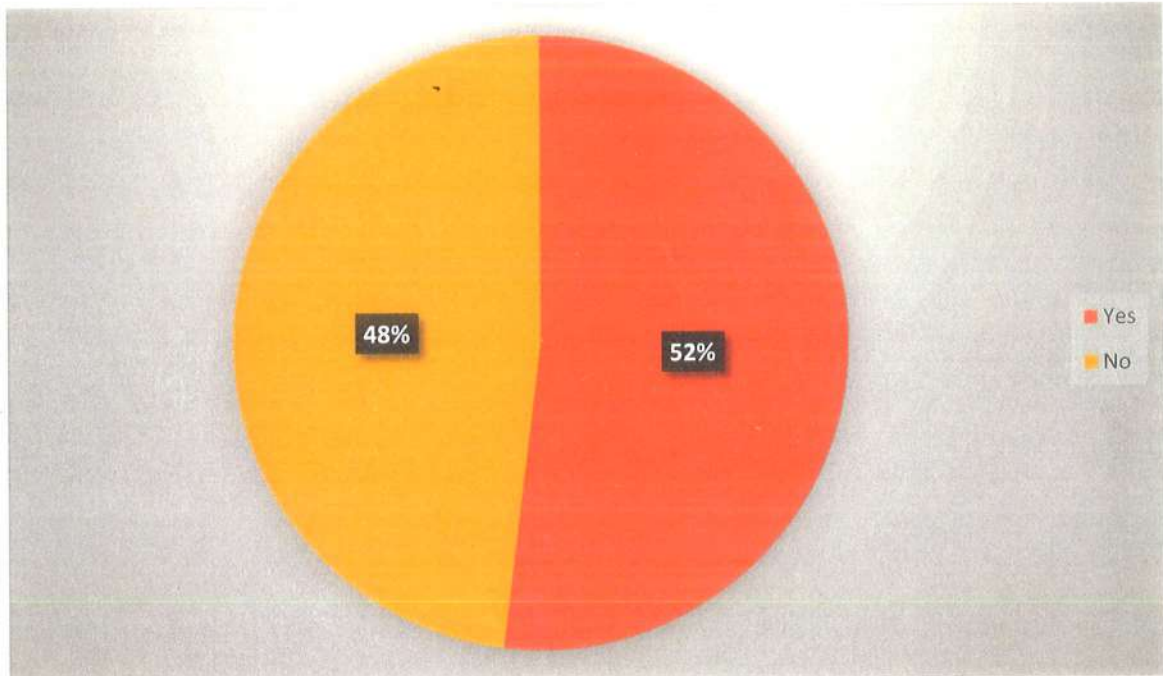
Sr.no	Options	No. of Respondent	Percentage %
1	Quality	17	34
2	Competitive pricing	11	22
3	Free trial and discount	12	24
4	Others	10	20



Interpretation:-The above figure shows that 34% of respondents said that quality of product create a brand image of product, 24% of respondents said that free trial and discount create a brand image, 22% respondents suggest competitive pricing create a brand image and 20% of respondents thinks for some others features to create good brand image.

11. Do you think Patanjali products are better than others?

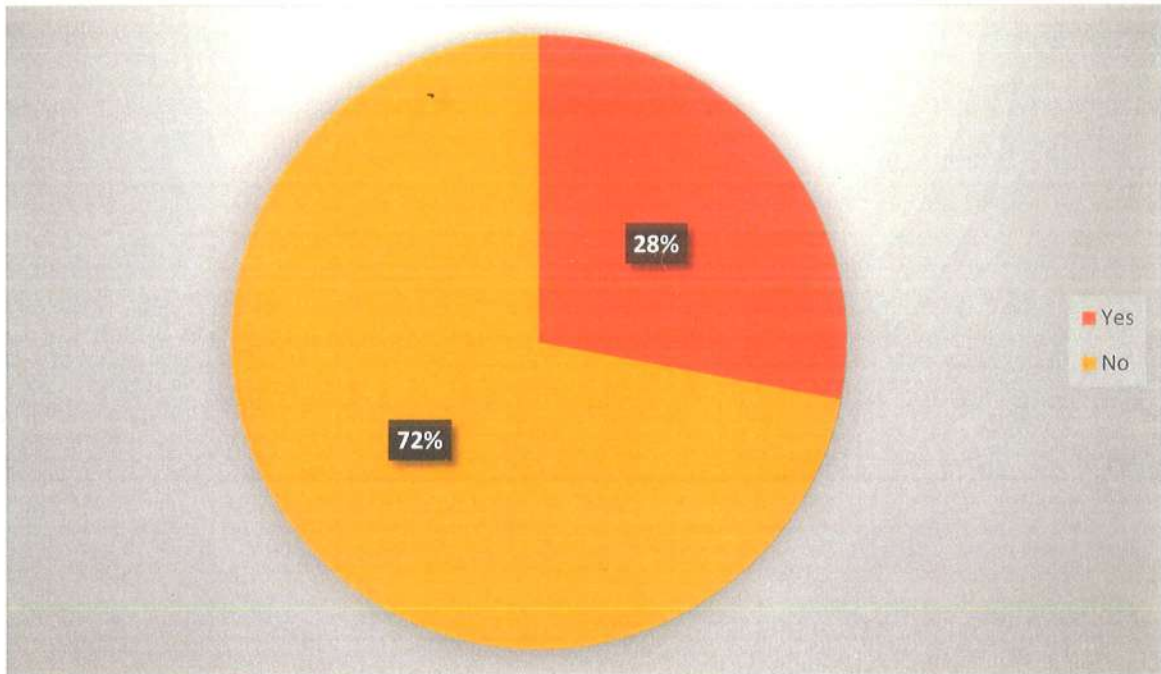
Sr.no	Options	No. of Respondents	Percentage %
1	Yes	26	52
2	No	24	48



Interpretation:-In the above, 52% of respondents said that patanjali products are better than others, while 48% thinks that other products are better than patanjali products.

12. Have you ever complained about a product of Patanjali?

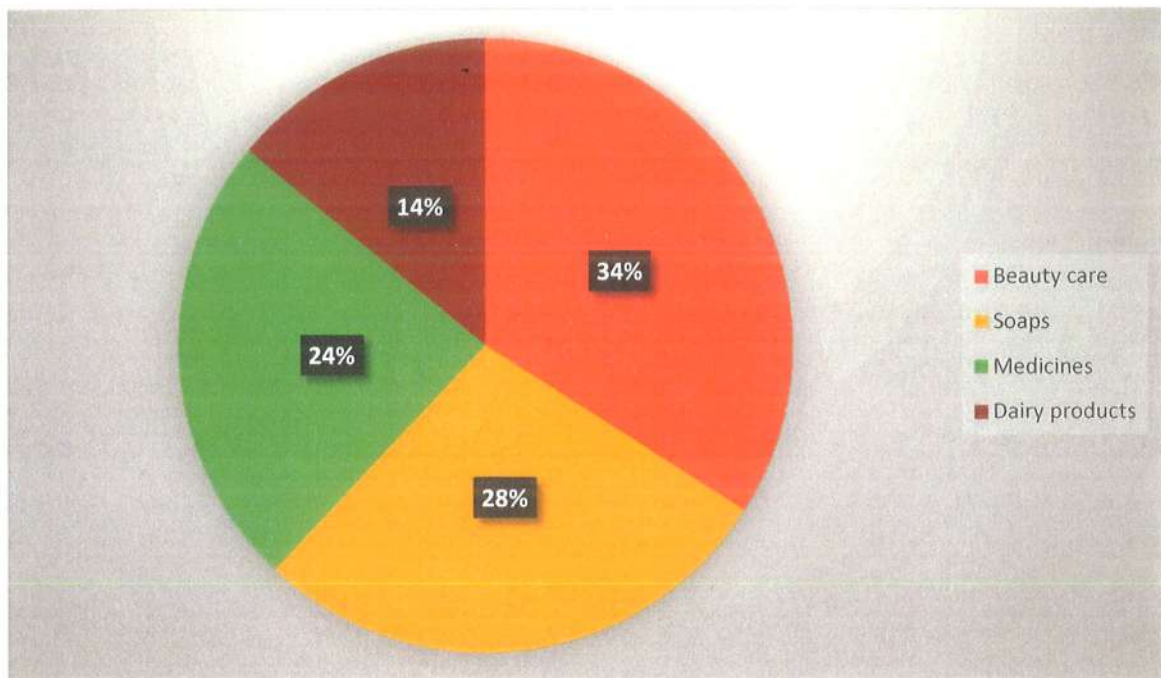
Sr.no	Options	No. of Respondents	Percentage %
1	Yes	14	28
2	No	36	72



Interpretation:-In the above figure, 72% of the customers have never complained about the Patanjali products, while 28% of the customers have complained about Patanjali products.

13. Which Patanjali product do you use?

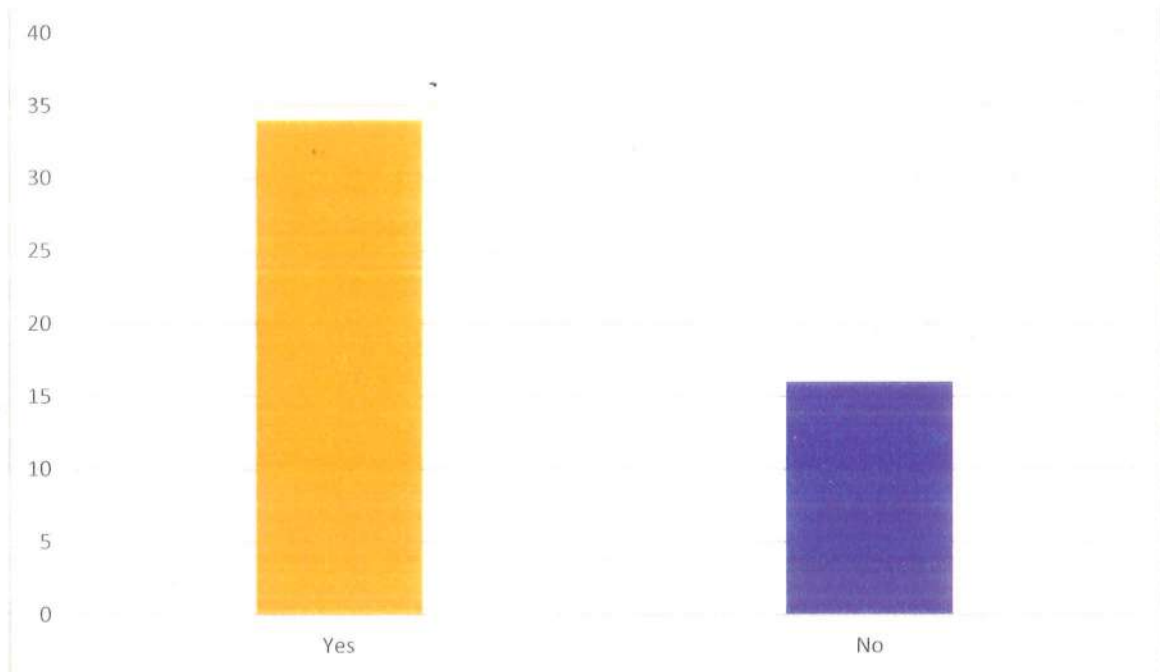
Sr.no	Options	No. of Respondent	Percentage %
1	Beauty care	17	34
2	Soaps	14	28
3	Medicines	12	24
4	Dairy products	7	14



Interpretation:-Thus, it can be said, 34% of respondents use beauty care products, 28% of respondents uses soaps, 24% of respondents uses medicines and 14% of respondents uses dairy products of Patanjali.

14. Patanjali products are easily available or not?

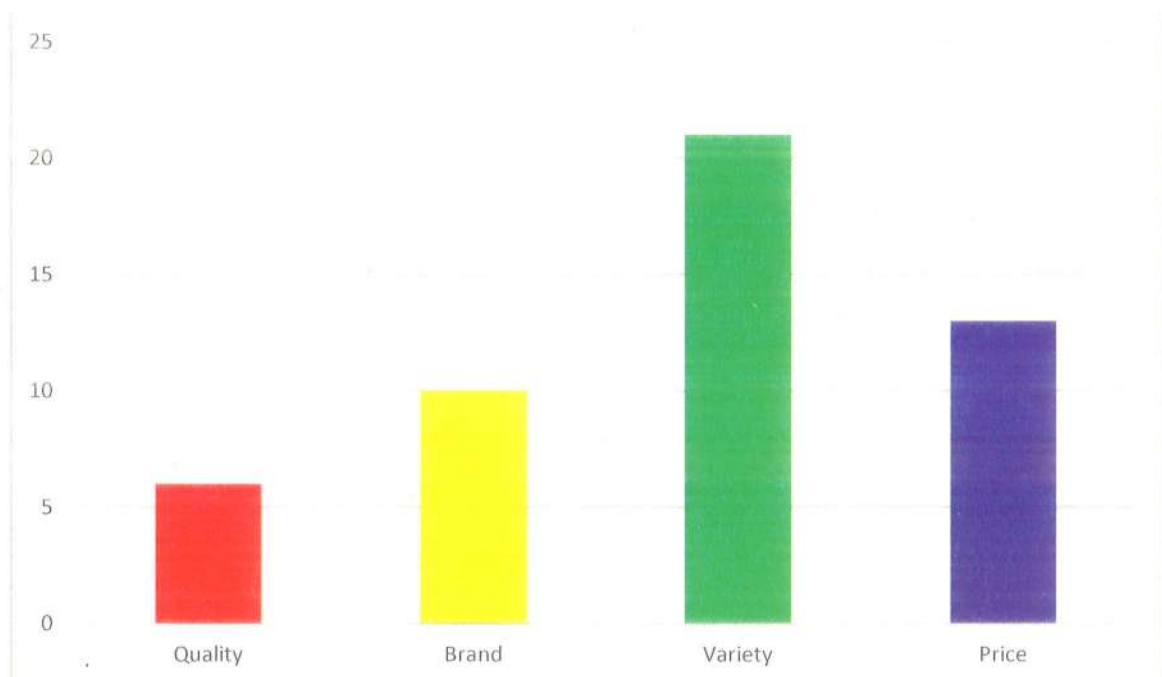
Sr.no	Options	No. of Respondents	Percentage %
1	Yes	34	68
2	No	16	32



Interpretation:-The above figure shows that the 68% of respondents said that Patanjali products are easily available while 32% said that Patanjali products are not easily to shops.

15. Why patanjali products are more in demand than others?

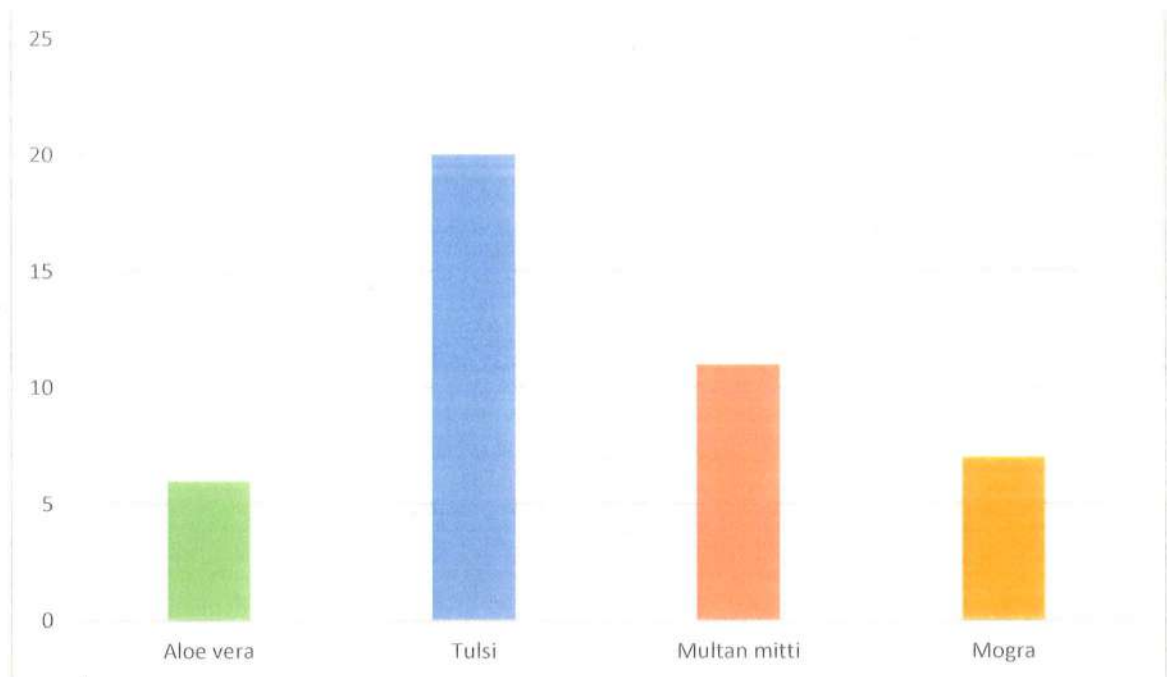
Sr.no	Options	No. of Respondent	Percentage %
1	Quality	6	12
2	Brand	10	20
3	Variety	21	42
4	Price	13	26



Interpretation:- In the above Bar Graph, 42% of respondents said that Patanjali products are in demand because of its variety, 26% respondents said that the price is the reason why patanjali products are in demand, 20% respondents thinks that brand image is the reason and 12% respondents thinks the quality of Patanjali product in demand.

16. Which soap of Patanjali do you like?

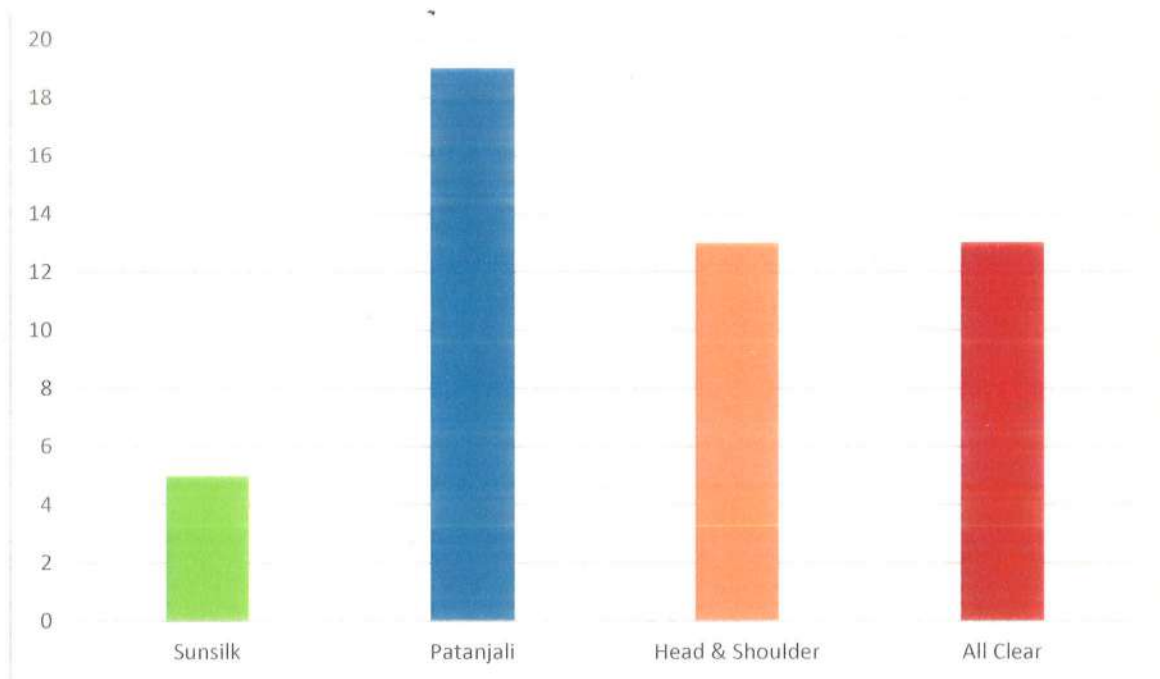
Sr.no	Options	No. of Respondent	Percentage %
1	Aloe vera	12	24
2	Tulsi	20	40
3	Multani mitti	11	22
4	Mogra	7	14



Interpretation:-In the above figure, 40% of respondents like tulsi soap, 24% of respondents like Multani mitti soap, 22% of respondents like Mogra soap and 14% of respondents like Aloe vera soap of Patanjali.

17. Which company shampoo you mostly prefer?

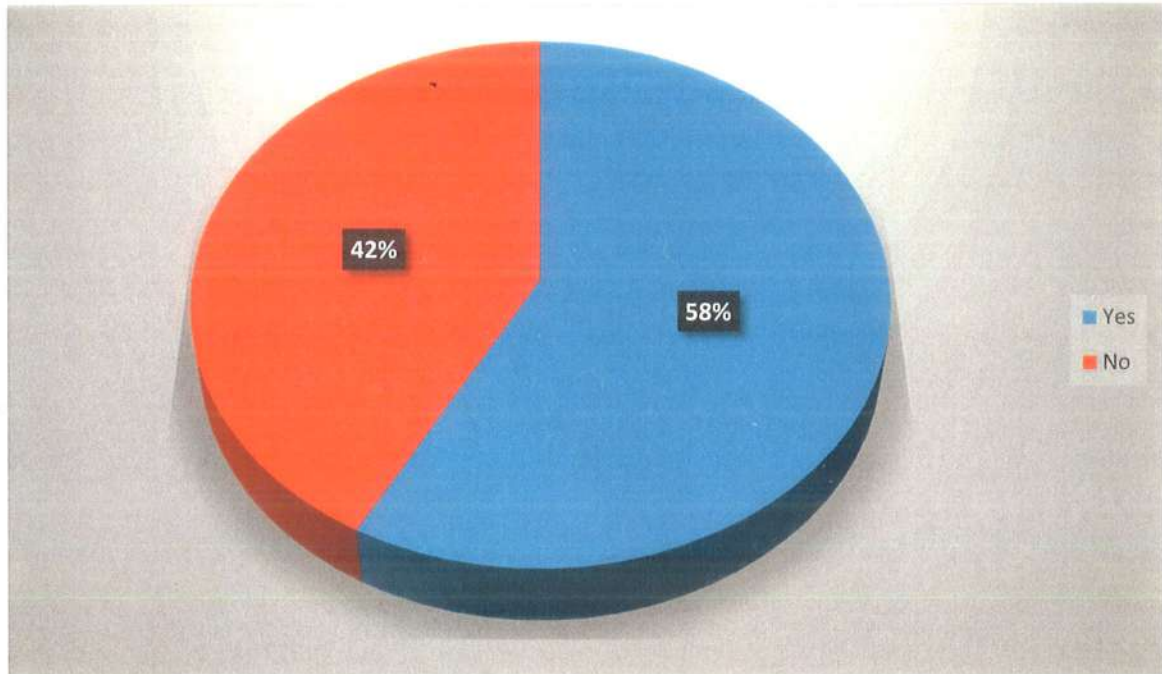
Sr.no	Options	No. of Respondent	Percentage %
1	Sunsilk	5	10
2	Patanjali	19	38
3	Head & Shoulder	13	26
4	All clear	13	26



Interpretation:-Thus, it can be said that 38% of the respondents used to prefer Patanjali shampoo, 26% of respondents prefer Head & Shoulder shampoo, 26% of respondents prefer All clear shampoo and 10% of respondents prefer Sunsil shampoo.

18. Are you satisfied with Patanjali products?

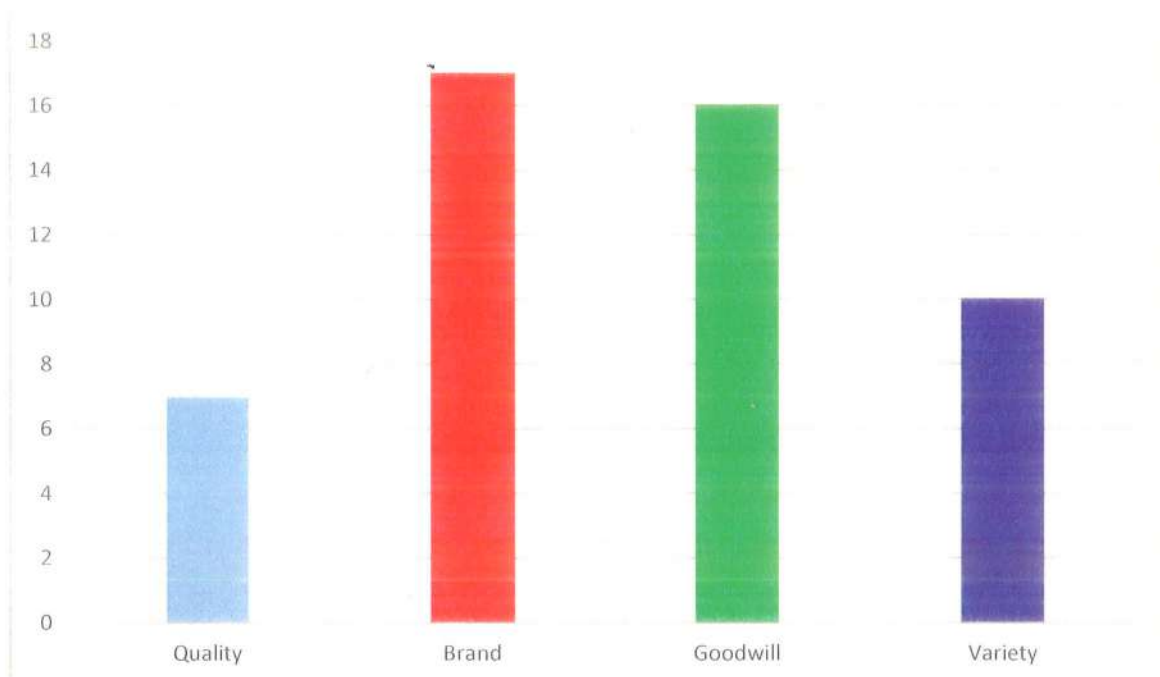
Sr.no	Option	No. of Respondents	Percentage
1	Yes	29	58
2	No	21	42



Interpretation:-from the above figure, it can be sad that 58% of the respondents are satisfied by Patanjali products while 42% of the respondents are not satisfied by Patanjali products.

19. Why do you buy Patanjali products?

Sr.no	Options	No. of Respondent	Percentage
1	Quality	7	14
2	Brand	17	34
3	Goodwill	16	32
4	Variety	10	20



Interpretation:-Thus, it can be said that, 34% of respondent buy Patanjali products due to its brand , 32% of respondent buy Patanjali products due to its goodwill in market, 20% of respondent buy Patanjali products due to its variety and 14% of respondent buy Patanjali products due to its quality.

CHAPTER-7
FINDINGS OF THE STUDY

FINDINGS OF THE STUDY

- 38% people purchase Patanjali products often, while 36% people purchase on seldom basis.
- There are 32% people who are customer of Patanjali over a year.
- 54% of customers are not satisfied with the price of Patanjali product.
- 40% customers are satisfied by quality of product to some extent.
- Majority of people cannot say about the services provided by Patanjali outlets.
- Promotional strategies of Patanjali are very effective.
- Majority of people may recommend products to their peers.
- Advertisement is the major source of information for customers.
- Quality of Patanjali product is a main reason to build a good brand image.
- Tulsi soap is the most preferred soap of Patanjali.
- 58% of customers are satisfied with Patanjali products.
- Most of the people buy Patanjali product because of its brand value.

CHAPTER-8
CONCLUSIONS
AND
RECOMMENDATION OF THE STUDY

CONCLUSIONS AND RECOMMENDATION OF THE STUDY

❖ CONCLUSION OF THE STUDY

The research is been carried out it can be concluded that as the brand comprises of many useful products but due to its lack of knowledge among the consumers. They do not buy it.

The dealer can convince the non-users by taking measures like advertising and sales people.

Promotion of the brand should after be done in a high manner to create the awareness among the customers. So that they can enjoy its benefits respectively.

Patanjali has given a headache to many marketers with its unconventional ways of marketing.

The findings in the paper show that there are many significant factors that together make up the buying decision of the product.

Consumer's 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.

❖ RECOMMENDATION OF THE STUDY

- Tie up with FM radio channels for reminder advertisements and informing customers about various sales promotion offers from time-to-time.
- Tie up with national brands and make them available locally.
- Make use of internet to spread awareness among consumers about the brand.
- Company should listen and care of sales executive.
- Company should recognize the problems in market.
- The very necessary work is market screening and recognizing the strength and weaknesses of competitors

CHAPTER-9
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BIBLIOGRAPHY

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- <http://www.marketingprofs.om>

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- Business Today
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- Free Press journal

Newspapers:-

- Economic Times
- Hindustan Times
- Financial Express
- The Hitawada

CHAPTER-10

ANNEXURE

QUESTIONNAIRE

NAME :- _____

AGE :- _____

GENDER:- _____

MOBILE NUMBER :- _____

OCCUPATION :- _____

1. How frequently do you purchase Patanjali products?
 Always
 Often
 Seldom

2. How long have you been using Patanjali products?
 Less than 6 months
 More than 6 months but less than a year
 Over a year
 Never used

3. Are you satisfied with the prices of Patanjali products?
 Yes
 No

4. Do you think that quality of the Patanjali products is satisfactory?
 To great extent
 To some extent
 Cannot say
 No

5. Are you satisfied with the services provided by Patanjali Outlets?
 Yes
 Cannot say
 No

6. Do you think that promotional strategies adopted by Patanjali are good?
 Yes
 No

7. Would you purchase Patanjali products again?
 Yes
 Maybe

- No
8. Would you recommend these products to your peers?
- Yes
 Maybe
 No
9. What was the source of information about the product?
- Friends
 Relatives
 Advertisement
10. Which of the following, according to you, help to build a good brand image for patanjali?
- Quality
 Competitive pricing
 Free trial and discount
 Others_____
11. Do you think Patanjali products products are better than others?
- Yes
 No
12. Have you ever complained about a product of Patanjali?
- Yes
 No
13. Which Patanjali product do you use?
- Beauty care
 Soaps
 Medicines
 Dairy products
14. Patanjali products are easily available or not?
- Yes
 No
15. Why patanjali products are more in demand than others?
- Quality
 Brand
 Variety
 Price

16. Which soap of Patanjali do you like?

- Aloe vera
- Tulsi
- Multani mitti
- Mogra

17. Which company shampoo you mostly prefer?

- Sunsilk
- Patanjali
- Head & Shoulder
- All clear

18. Are you satisfied with Patanjali products?

- Yes
- No

19. Why do you buy Patanjali products?

- Quality
- Brand
- Goodwill
- variety