

Project Title

Perception of Customer towards Patanjali products

**Affiliated to
Rashtrasant Tukadoji Maharaj Nagpur
University, Nagpur**

In partial fulfillment for the award of the degree of

Master of Business Administration

Submitted by

Dilsha Nair

Under the Guidance of

Dr . Archana Dadhe

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G.S. College of Commerce & Economics, Nagpur
NAAC Re-Accredited "A" Grade Autonomous Institution**



Academic Year 2020-21

G.S. College Of Commerce & Economics, Nagpur

CERTIFICATE

This is to certify that "**Dilsha Nair**" has submitted the project report titled "**Perception of customers towards Patanjali products** ", towards partial fulfillment of **MASTER 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 she has ingeniously completed her project as prescribed by G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited "A" Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Archana Dadhe
(Project Guide)

Dr. Geeta Naidu
(Co-ordinator)

Place: Nagpur

Date: 15/07/2021

G. S. College Of Commerce & Economics, Nagpur

DECLARATION

I here-by declare that the project with title "**Perception of Customer towards Patanjali products**" has been completed by me in partial fulfillment of MASTER OF BUSINESS ADMINISTRATION degree examination as prescribed by G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited "A" Grade Autonomous Institution) affiliated to 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.

Dilsha Nair

Place: Nagpur

Date: 15/07/2021

G.S. College Of Commerce & Economics, Nagpur

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. N.Y. Khandait, Principal, G. S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Dr. Archana Dadhe for her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Geeta Naidu for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Dilsha Nair

Place:Nagpur

Date:15/07/2021

Executive Summary

The main aim of this research is to find the consumer perception regarding the Patanjali brand through a survey in the city of Nagpur . The study brought out the various factors as being the most important in affecting the decision to purchase Patanjali products such as: communication strategy, product quality, pricing and brand image of Baba Ramdev and consumer awareness about the products. The choice of a particular brand by the consumer over the time is mainly affected by the quality and benefits offered by the brand especially when it comes to the brand of eatables and cosmetics products. Consumer satisfaction is derived by comparing the actual performance with the expected performance of the product after usage. Perceptions are highly subjective and thus can easily distort. The confusion of buying and not buying continues into our mind unless our decision is not supported by many. Thus, in order to survive in the country like India, brands need to be positioned in the minds of people. This project work report about Customer Perception towards Patanjali Ayurvedic Product has shown vast growth in economic conditions and branches are adding day by day. Some issues and problems were addressed through questionnaires and to some extent helped to fulfil its objectives and research questions. This research was carried out by keeping in mind the significance of the study. The variables were of products, quality of products, location of products, variety of products .This research used research approach (qualitative and quantitative) .Causal comparative research design and descriptive research design were used. 100 samples were taken randomly to find the result. Primary source were used and these were collected via standard questionnaire (descriptive, multiple choice and likert scale) were used.

**Department of Management Sciences and Research,
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Academic Year 2020-21

INDEX

Sr. No.	PARTICULARS	Page. No.
1.	Introduction <ul style="list-style-type: none"> • Subject - Marketing • Topic of thesis- Customer perceptions and satisfaction 	7-19
2.	About the Organisation	20-29
3.	Research methodology <ul style="list-style-type: none"> • Relevance of study • Need of study • Objectives of study • Scope of study • Hypotheses • Research Design • Limitations of study 	30-40
4.	Theoretical review	41-42
5.	Literature Review	43-45
6.	Data Analysis & Interpretation	46-66
7.	Conclusions & Suggestions	67-69
8.	References	70-71
9.	Annexure (questionnaire)	72-76

Chapter 1 –

Introduction

India is known to be a hub of Herbal brands and Ayurveda as the herbal products are deeply associated with the spiritual sentiments of the people. One of the study of WHO (World Health Organization) shows that near about 82% of the world population depends upon the natural products rather than the other medicines due to their high cost and side effects. Given a much header array of product choices offered in the current market and the marketing efforts, consumers often presume a favourite brand to facilitate their product decision. A brand includes a name, symbol, design, experience that help consumers identify products, services, or differentiate offerings among competitors . According to Keller's (2001) more recent conceptual framework compared positive feelings lead to favourable responses towards a brand such as attitudinal attachment and behavioural loyalty .Similarly, recent study in branding has argued that an emotional hand experience is important to foster brand loyalty and purchase intentions has hated the importance of building deep emotional connections with personal augment built brand loyalty. In Indian scenario, perceptions about a particular brand are important because Indian customers rely on the perception of their near and dear ones before actually buying or using the product. The perceptions of the people around us affect our decision to buy or not to buy the product. Perceptions are highly subjective and easily distorted.

Brand Image

Kotler (2001) defined image as ,the set of beliefs, ideas, and impression that a person holds regarding an object. So when we talk about brand image, it is about the mental representation of the brand based on individual consumer's beliefs, ideas and impression.



Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's character. It is an accumulation of contact and observation by people external to an organization. It should highlight an organization's mission and vision to all. The main elements of positive brand image are- unique logo reflecting organization's image, slogan describing organization's business in brief and brand identifier supporting the key values. Brand image develops and conveys the product's character in a unique manner different from its competitor's image. The brand image consists of various associations in consumers' mind - attributes, benefits and attributes. Brand attributes are the functional and mental connections with the brand that the customers have. They can be specific or conceptual. Benefits are the rationale for the purchase decision. There are three types of benefits: Functional benefits - what do you do better (than others),emotional benefits - how do you make me feel better (than others), and rational benefits/support - why do I believe you(more than others). Brand attributes are consumers overall assessment of a brand. The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that product/service. Brand images should be positive, unique and instant. Brand images can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools, etc.

Brand Loyalty

Brand loyalty can be defined as the extent of consumer faithfulness towards a specific brand and this faithfulness is expressed through repeat purchases and other positive behaviours such as word of mouth advocacy, irrespective of the marketing pressures generated by the other competing brands (Kotler & Keller, 2006)

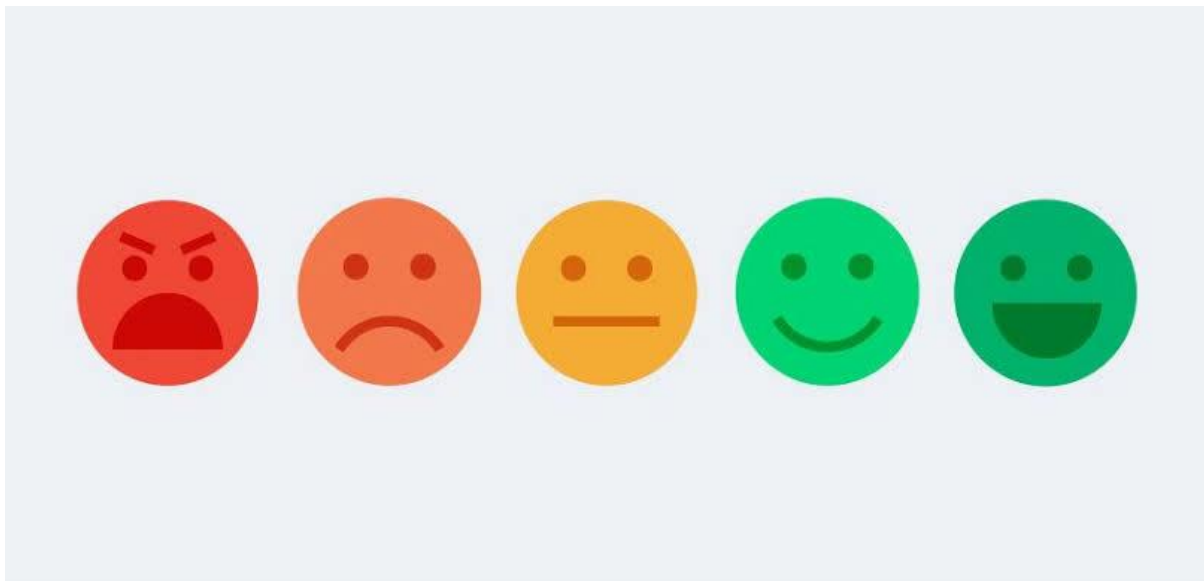
- Brand loyalty is demonstrated by repeat purchases of a product even when the consumer has choices of competing alternatives.
- Marketing campaigns are designed to nurture brand loyalty.
- Brand loyalty can evaporate when consumer trends change, but the product doesn't.
- Brand loyal customers commit to a brand without respect to price.
- Although the internet presents many choices, it also provides a new opportunity for companies to enhance their image and build meaningful relationships with customers.



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Brand perception

Customers, not companies, own brand perception. Brand perception is what customers believe a product or service represents, not what the company owning the brand says it does. Brand perception comes from customer use, experience, functionality, reputation and word of mouth recommendation - on social media channels as well as face to face . A brand is more than just the sum of its products. It has its own, carefully-crafted personality that represents its parent company's vision, mission or culture. So it's not surprising that the brand as a personality jibes with customers on a personal level - a mental impression, or perception. A customer mentally processes sensory messages from a brand to create their own perception, and marketers take full advantage by exposing it to all our senses:



Measuring brand perception :

- Setting up Google alerts to track online mentions.
- Reading online reviews.
- Social listening, which means monitoring social media comments, hashtags, and other mentions.
- Measuring metrics for pay-per-click brand search and dwell time.



Overall, companies need to work hard to measure brand perception. A brand owner must measure the brand from the outside to truly understand how people view it.

To do so, companies can try a variety of methods to gauge brand perception:

- Track metrics in your target audience around your brand.
- Use custom research among primary and secondary target audiences.
- Conduct a brand audit on your company's brand perception against that of your leading competitors.

Track customer sentiment through each stage of the purchase cycle, including information search, product evaluation, comparison research, buying decision, and post-buying feelings. Brand perception is a critical part of your company's marketing effectiveness. Getting a handle on it and putting your resources into knowing how to use it will help your company better plan its marketing campaigns.



- **Price** - Customers have a high probability of favouring a product or service that is economically priced.
- **Quality** - If the product completely satisfies a customer then it enhances his/her perception towards it.
- **Packaging and branding** - These significantly affect customer perceptions depending on how the product is presented during purchasing.
- **Reputation** - Reputation of product develops over time and depends on the experience with the product and intensive marketing campaigns that raise the status and brand identity. This determines customer's product perceptions.

Customer Perception

What is Customer Perception?

Customer perception is the customer's overall opinion, thought, awareness and feelings about a company and its product and service offerings. Customer perception is also referred to as Consumer perception. Customer perception refers to the process by which a customer selects, organizes, and interprets information/stimuli inputs to create a meaningful picture of the brand or the product.

Stages of Customer Perception

Customer Perception is a three stage process that translates raw stimuli into meaningful information.

Each individual interprets the meaning of stimulus in a manner consistent with his/her own unique biases, needs and expectations. Three stages of perception are exposure, attention and interpretation.



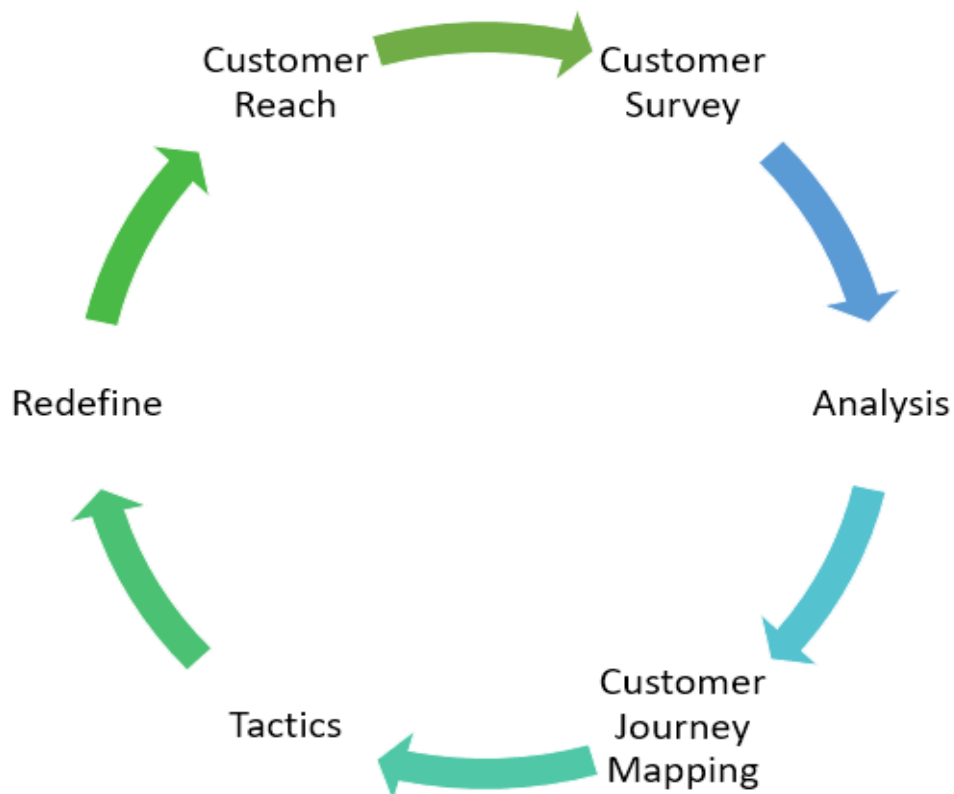
Importance of Customer Perception

Customer Perception is very important for companies or brands as it tells them how their potential customers think about them. It is very important because if the customer form a negative perception then no amount of work on brand or product will improve sales. The companies need to know at all times how customer perceive them so as to tweak the positioning or offers to make sure that the brand image and identity are in sync. Also, it is very important as many a times the customer perception stays for a long time in the minds of the consumers and sometimes it can be permanent as well. Initial Customer Perceptions needs to be positive as that will lead to the future scope of the brand. The negative image of the brand affects the overall customer perception affecting the bottom line. The customer perception can be improved by following the customer perception cycle. Customer Perception is equally valid in pre-sales as well as after-sales customer journey. Sometimes poor customer service after the sales can affect the perception and cause reduced repeat business. Ineffective sales and marketing can cause negative perception even before sale is made. Managing Customer Perception is one of the most critical tasks for a company looking to launch and maintain a big brand.

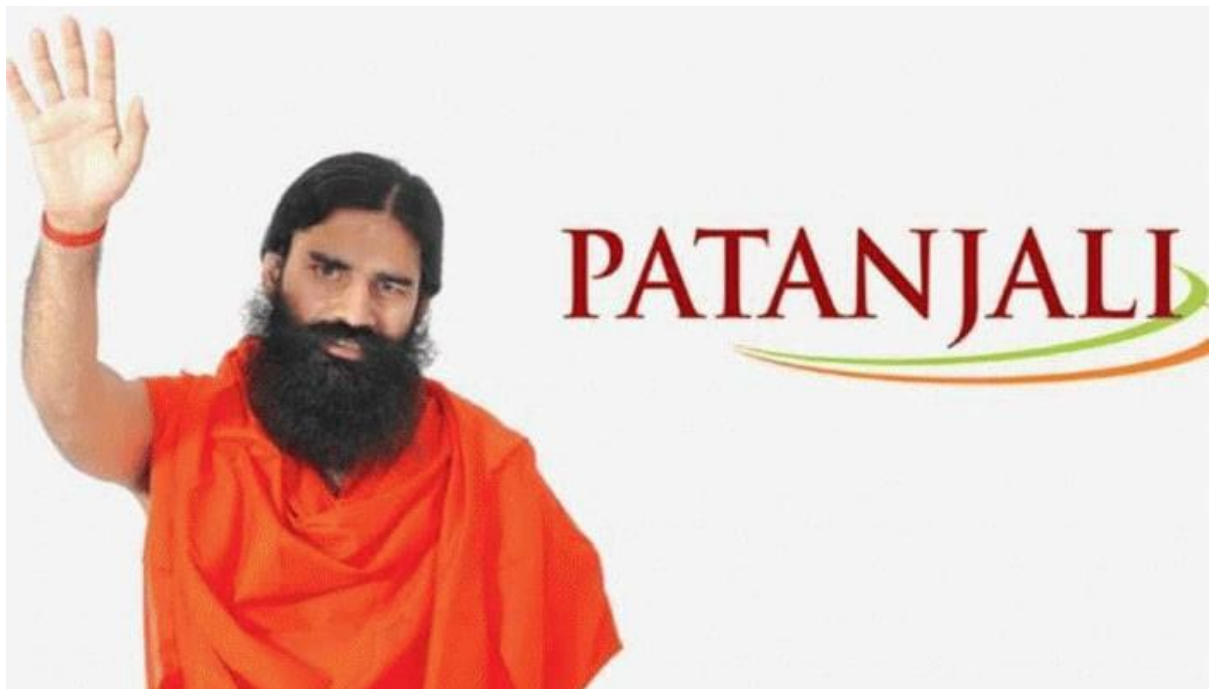
Creating & Improving Customer Perception

Creating customer perception is a careful process which is conducted with customers to create the desired customer perception.

1. Customer Survey.
2. Response Analysis and Customer Journey Mapping.
3. Formulation of tactics to create perception.
4. Reach to Customers with redefined Messaging.



Chapter 2- Company profile



Outline

Company Type	Private
Founded	2006
Founder	Balkrishna , Ramdev
Headquarters	Haridwar ,India
Area served	<ul style="list-style-type: none"> • Worldwide • Indian Subcontinent • Middle East
Revenue	▲ ₹30,000 crore (US\$4.02 billion) (FY 2021)
Net Income	▲ ₹590 crore (US\$80 million) (FY 2021)
Total Assets	▲ ₹4,345 crore (US\$590 million) (2019)
Owner	Balkrishna (99.4%)
Number of employees	2,00,000 (2011–12)
Website	www.patanjaliayurved.org

History

Patanjali Ayurved Kendra Ltd was founded by Swami Ramdev and Acharya Balakrishna on September 27th, 2007. It started its operation in Katmandu, Nepal to provide holistic, natural and effective ayurvedic treatment. Patanjali Ayurved Limited (PAL) has three manufacturing units at Haridwar, Uttarakhand with its registered office in New Delhi. The initial project of Ramdev was his Patanjali Yogpeeth and since its inauguration in 2006, it has been labelled as one of the largest centres for research on yoga and ayurveda in the world. Balkrishna owns 94% of the company and the remaining is dispersed among other individuals. As of May 2021. According to CLSA and HSBC, Patanjali was the fastest growing FMCG company in India in 2016. It was valued at \$3,000 crore (equivalent to 35 billion or US\$490 million in 2019) .Patanjali declared its annual turnover of the year 2016-17 to be estimated at ₹10,216 crore . According to a report by India Infoline (IIFL), at least 13 listed companies would be affected by Patanjali's success including Colgate, Dabur, ITC, and Godrej Consumer.

Manufacturing Facility and Production

The central government and Patanjali had invested INR ~million and INR million respectively, in the Food and Herbal Park at Haridwar. It has been estimated that - individuals will get direct employment and two lakh people will benefit indirectly from the park. The park will produce agricultural products, products related to nature and products related to herbs and plants. The food park has the current capacity to produce tons per month of food and supplements, tons per month of juices and candies, - tons per month of cosmetics and herbal products. It requires 1.72 lakh metric tons per year of raw material as an input. As part of the company's future strategy to increase supply and target a larger customer base, PAL plans to set up manufacturing units in each state with an investment of INR 500 million to INR 1,000 million.

Competitive analysis

Patanjali is leading over its competitors due to following reasons :

- **Innovation** - Patanjali being a major competitor, FMCG companies are expected to introduce innovative Herbal and Ayurvedic products over the forecast period.
- **Pricing** - Patanjali sells its product at a lower price to meet consumer demands. Patanjali is able to sell its best quality product at a price which is 10% to 30% less than its competitors who spend 12% to 18% on advertising and promotion.
- **Brand Marketing** - Patanjali has given a tough competition to some of the FMCG majors in the area of hair care, oral care and OTC products across its brand portfolio through impressive brand marketing by Baba Ramdev.

Market for Patanjali Products

PAL, which started as a small pharmacy, has expanded to sell the full range of consumer categories, from edible oils, biscuits and noodles to toothpaste, hair, skin care products and groceries. The revenue from the sale of PAL products increased from INR million in FY'2010 to INR ~ million in FY'2015, achieving a CAGR of 65.7% during the same period. Some of the main products of Patanjali are Patanjali Moisturizer Cream, Patanjali Multani Mitti Face Pack, Patanjali Aloe Vera Juice, Patanjali Yoga Sutra, Patanjali Coconut Hair Wash, Patanjali Sheetal oil, Patanjali Sunscreen, Patanjali Aloe Vera apricot Face Scrub, Patanjali Anti-wrinkle Cream, and Patanjali Drishti Eye drop. New launches of Patanjali include Patanjali Noodles, Dant Kanti Advance, and Sugar free Chyawanprash, Power Vita, Seabuckthorn dietary supplement and powdered hair dye. Other than the products related to lifestyle and health, the company has plans to touch every consumer category.

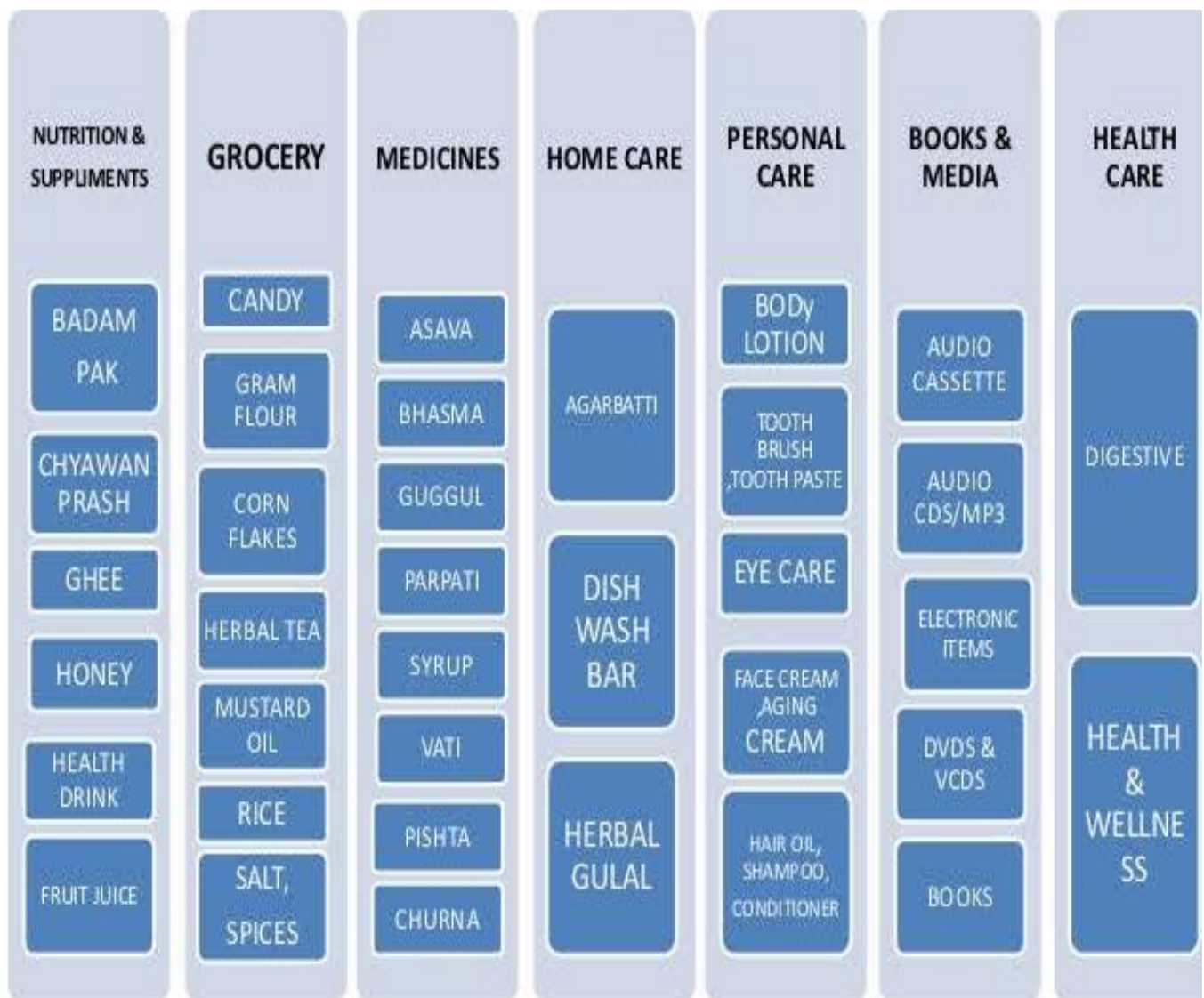


Competitor's innovative products to survive in Competitive Market

Since Patanjali has come up with many of the new products so consumer companies have also improvised in innovation in the ayurvedic as well as herbal products.

- Companies like Colgate launched Vedshakti toothpaste and L'Oreal introduced a new product with the natural ingredient in hair care range under Garnier Ultra Blends.
- Godrej Consumer launched neem mosquito oil, a crème hair color that has coconut oil and new variants in natural soaps.
- Hindustan Unilever (HUL) launched hair care products like Ayush antidandruff neem shampoo, Ayush antidandruff neem conditioner, and skin care products like Ayush saffron face cream and pain balms on e-commerce platforms under Ayush Therapy.

PRODUCT LINE



Recent advancements in Patanjali Ayurveda:

1. In April 2016, Private sector banks such as ICICI and HDFC started providing loans to Patanjali Ayurvedic Limited to increase its production facility in 2017. It is expected that its day to day production will reach up to 2,000 at the end of the financial year 2017.
2. Many industries are showing their interest to sign a marketing deal with Patanjali Ayurvedic Limited. This deal will add to the total fiscal revenue of the company.
3. Patanjali tied with Future group to increase their product penetration, in addition to this, the company also started selling their products through an e-commerce website.
4. Patanjali lists around 30 pipeline products, which will directly show the positive impact on the company fiscal results and it is expected that these products will come in the end of 2017.

Sales and distribution

Patanjali Ayurved sells through nearly 4,700 retail outlets as of May 2016. Patanjali also sells its products online and is planning to open outlets at railway stations and airports. Patanjali Ayurveda has tied up with Pittie Group and Kishore Biyani's Future Group on 9 October 2015. As per the tie-up with Future Group, all the consumer products of Patanjali will be available for direct sale in Future Group outlets. Patanjali Ayurveda products are also available in modern trade stores including Reliance Retail, Hyper City and Star Bazaar apart from online channels. Patanjali Ayurved, co-founded by yoga guru Ramdev, is targeting \$10,000 crore revenue in 2016-17, after-sales grew 150% in the previous financial year to ₹5,000 crore. Patanjali Ayurved has also started its FMCG expansion in form of dealership and distributorship channels across the country and expects wider growth in overseas distribution as well. In India's fast moving consumer goods (FMCG) sector Patanjali Ayurvedic Limited is the most promising, valuable brand witnessing an exponential growth rate. In the fiscal year 2016, when competitors such as Hindustan Unilever, Dabur, ITC, Colgate-Palmolive, and Procter & gamble were struggling to hold the double-digit growth rate, Patanjali Ayurveda showed the annual growth of more than 100 percent in product portfolios such as personal care, food and beverages, and Ayurvedic.

Chapter -3

Research Methodology

RELEVANCE OF STUDY

Most of the people are influenced by the Ayurvedic medication of Patanjali product. There is light competition in Indian Cosmetic industry and there are different players in Indian Cosmetic market. Now different trends are available at differences and guidelines in the market. Hence a study is conducted for examining the influence of Patanjali Cosmetic products among people.

NEED OF THE STUDY

There is an individual who pays some amount of money for the thing required to consume goods and services . Consumers play a vital role in the market. The satisfied consumer are the one who creates value to the company hence this research focuses on the factors influencing consumers to purchase Patanjali products.

This study will reveal the different aspects of consumer's perception regarding the product quality, range, availability, and advertisement of the products. The need for the study is very essential as the competition in the Ayurvedic and herbal products is ever increasing. Competitors are mainly struggling to shut down the market by capturing its market share. Today scenario is such that the competitors are coming up with sales promotion and incentives to compete with Patanjali Brand.

OBJECTIVE OF THE STUDY

- 1) To study the brand perception of Patanjali in the minds of consumers.
- 2) To study the satisfaction level of consumers after using Patanjali products.
- 3) To study the attributes that a consumer keeps in mind while buying Patanjali products.
- 4) To know various types of Patanjali products preferred by customers.

SCOPE OF THE STUDY:

This research focused on respondents of Nagpur. The research provided fruitful information about Patanjali's product line users and brand perception they have about Patanjali.

Hypothesis Statement

H0-The Perception of Customer towards Patanjali products in not quite positive.

H1-The Perception of Customs towards Patanjali product is quite positive.

RESEARCH DESIGN:

A research design is the set of methods and procedures used in collecting and analysing measures of the variables specified in the research problem. The design of a study defines the study type (descriptive, correlation, semi - experimental, experimental) and sub type. Hypothesis independent and dependent variables , design of experimental design and if applicable , data collection methods, and a statistical analysis plan. Research design is the framework that has been created to find answers to research questions.

SOURCES OF DATA

The task of data collection begins after a research problem has been defined and research plan chalked out. While deciding about the method of data collection to be used for the study, first of all the sources of data must be very clear.

There are basically two sources of data.

Primary data source:

The primary data are those, which are collected fresh for the first time for the problem solution, and thus happen to be original in character, it may be obtained from individual, families and representative.

Secondary Data Source

The secondary data are those which have already been collected by someone else and which have to decide which have already been passed through the statistical process. Externally, these sources may include books or periodicals reports, data services and computer data banks. In the context of the project study, the source of data used by me for this project is primary type of source. The primary data source is the respondents who have filled the questionnaire.

Sampling plan

Sampling unit – The sampling unit is the entity to which we have to follow during the whole research study. In the context of the project study, the sampling unit primarily consist of individuals.

Sampling size – It plays an important role in the research. Samples are representatives of the whole population. This refers to the number of items to be selected from the universe to constitute a sample. In the context of the project study, 100 respondents are chosen keeping in view the above constraints. Attempts have been made to see that samples are chosen from different strata.

Sampling method - There are various methods of sampling in the context of my project study I have selected non probability sampling method. And under that, I have taken convenience sampling. Under this I prepared a simple questionnaire to collect the information.

Data collection method:

Data collection method is done basically in three ways: Observation method, survey method , and questionnaire. And in the context of my project study, I have selected questionnaire method to collect the data.

Data analysis and Interpretation:

Data analysis is based on the data collected by the questionnaire. From the collected data findings are extracted. The data is tabulated and frequency distribution chart is prepared.

Data analysis by chart:

Charts make easy to understand. Therefore I have used pie chart to present the data.

LIMITATION OF THE STUDY:

- Limited number of respondents.
- Time limitation for completing the project.
- The data obtained in some cases may be biased.
- Difficulties in communicating within the city while conducting the survey.
- The information obtained from the consumer based on questionnaire was assumed to be factual.
- Since the survey is based on sampling method it does not disclose the character of entire customer.
- Products unavailability for the consumer in the market is one of the biggest limitations for Patanjali products.

Chapter 4 –

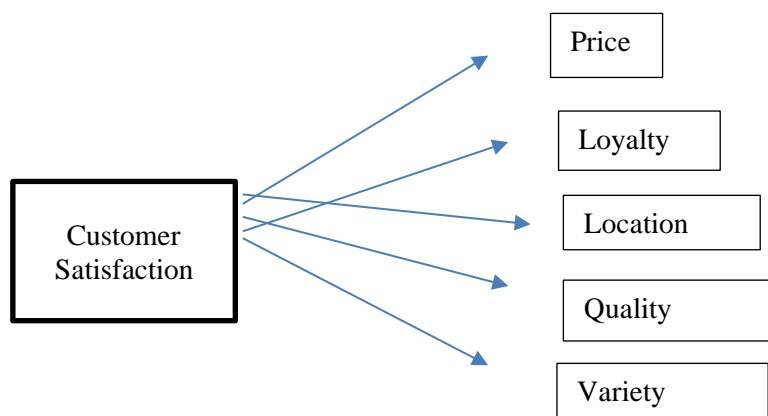
Theoretical review

Assimilation theory of based on Festinger's (1957) dissonance theory dissonance theory points that consumers make some kind of cognate comparison between expectation about product and the perceived product performance.

According to Anderson (1973) customers seek to avoid dissonance by adjusting perceptions about a given period of bring it make in line with expectations

The study on the relationship between customer satisfaction, services quality and service loyalty in concluded that customer satisfaction plays a mediator role in the effect of service.

Theoretical Framework:



Dependent variable

Independent Variable

Chapter 5-

Literature Review

S Anupriya (2017):

This paper focused on the fact that consumer satisfactions is derived when the comparison is made between the actual performance of the product with the performance expected out of the product.

Ajeet Kumar & Anshu Ahuja(2017):

They studied the factors affecting consumer behaviour towards Patanjali products and the association between independent variables and satisfaction level of consumers.

Ksubbulakshani1 P.Geethamani(2017) :

They analysed the factors influencing the customers to purchase Patanjali cosmetic products. They identified the customer satisfaction level and problems faced by the customers in Patanjali cosmetic products.

Dr. Ravindra & Sunita Yaday(2017) :

Their study attempted to know the perception of consumer and factors affects the consumer while purchasing the Patanjali skin care product

Irrespective of their age gender, income, occupation educational qualification and residence.

G Cursanthosini & G Gemathi(2016).

They studied the influence of various factor on the purchase of Patanjali products like price, quality and brand awareness

D (CA) Seema Gosher (2017):

The study has revealed that the people between the age group of 15-45 are the major consumers of Patanjali products. It was observed that between age group of 15-25 years are preferring cosmetics while rest of the age groups prefer food related products

G Sathish Raju R Rahul 2016):

This study was carried out to know why customers are preferring patanjali products. Patanjali ayurveda home-grown firm in businesses such as food, consumer packaged goods and healthcare.

Chapter 6 –
Data analysis and
Interpretation

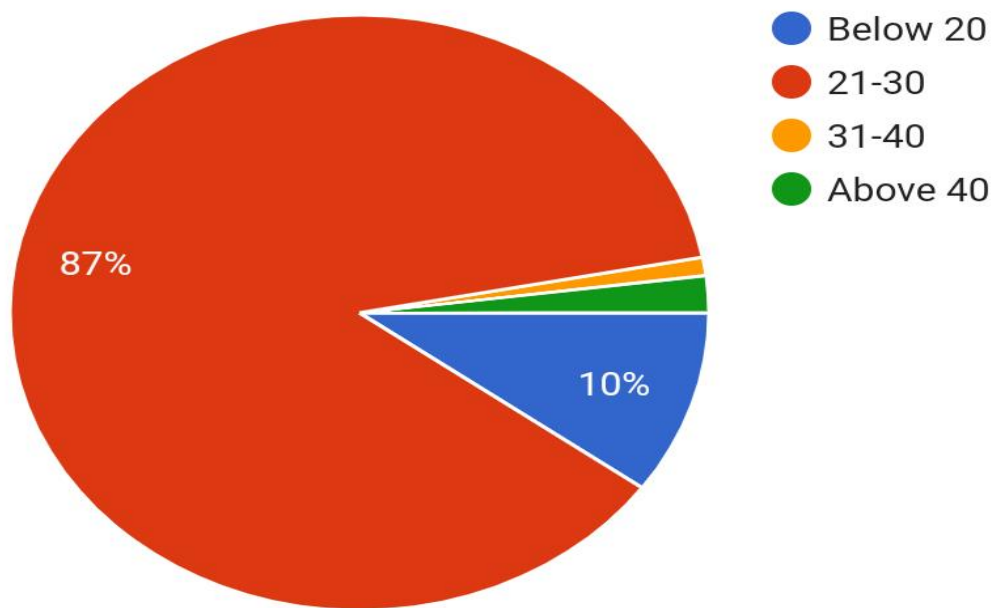
Secondary data

According to Indian Express (Nov 13,2020) : Patanjali reports 22% jump in net profit in FY 2019-20 .While talking about the outlook, Ramdev said this fiscal, the company would have "unparalleled growth" as consumers are having more trust on Patanjali's product because of "purity and faith" along with its "affordability". Haridwar-based Patanjali Ayurved Ltd has reported a 21.56 per cent increase in standalone net profit at Rs 424.72 crore for financial year 2019-20, according to data provided by business intelligence platform Tofler.The company had reported a net profit of Rs 349.37 crore for the 2018-19 financial year, it said. While the company's revenue from operations was at Rs 9,022.71 crore, up 5.86 per cent, for the financial year ended on March 31, 2020, it was at Rs 8,522.68 crore in the year-ago period. Its total revenue was at Rs 9,087.91 crore in FY 2019-20, as against Rs 8,541.57 crore in the financial year ended March 31, 2019. Total expenses of Patanjali Ayurved were up 5.34 per cent to Rs 8,521.44 crore. Profit Before Tax of the yoga guru Ramdev-promoted organisation was up 25.12 per cent to Rs 566.47 crore for FY 2019-20. It was Rs 452.72 crore in the year-ago period, as per the data.

According to financial express : Patanjali group eyes to be Rs 40,000 crore company in 2020-21, aims to be largest FMCG firm. Patanjali is expected to register a joint turnover of up to Rs 25,000 crore in the current financial year, in which around Rs Patanjali group firms and Rs 13,000 crore may come from Ruchi Soya. Haridwar-based Patanjali group, which has acquired debt ridden Ruchi Soya, expects to have a turnover of Rs 35,000 Rs 40,000 crore in the next financial year and to become the largest company in the FMCG sector in the coming years replacing market leader HUL, said Yoga Guru Ramdev here on Friday. The company is expected to register a joint turnover of up to Rs 25,000 crore in the current financial year,

Primary Data

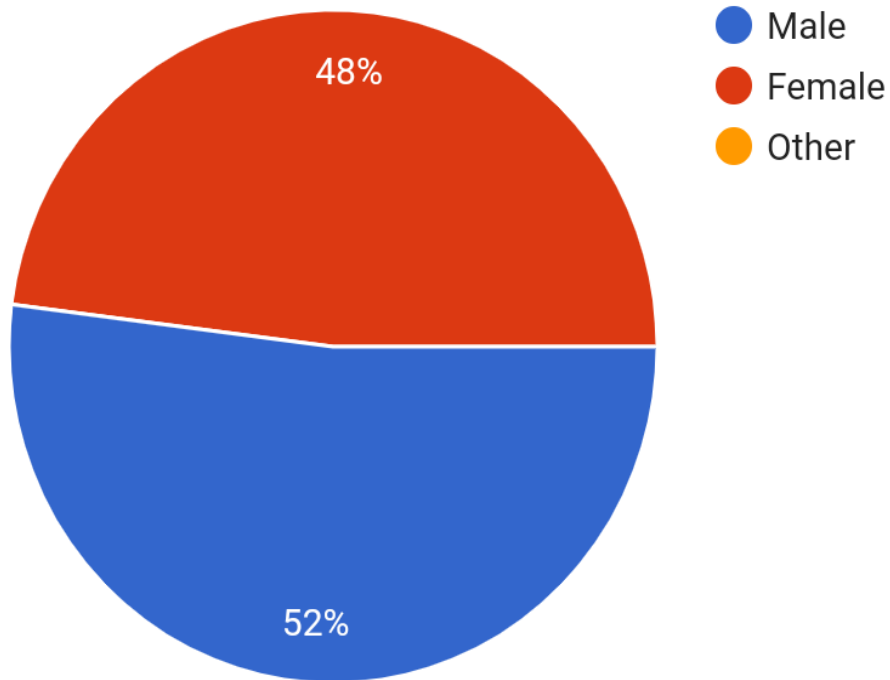
• **AGE**



Interpretation – The maximum respondents were between the age 21 to 30.

• **GENDER**

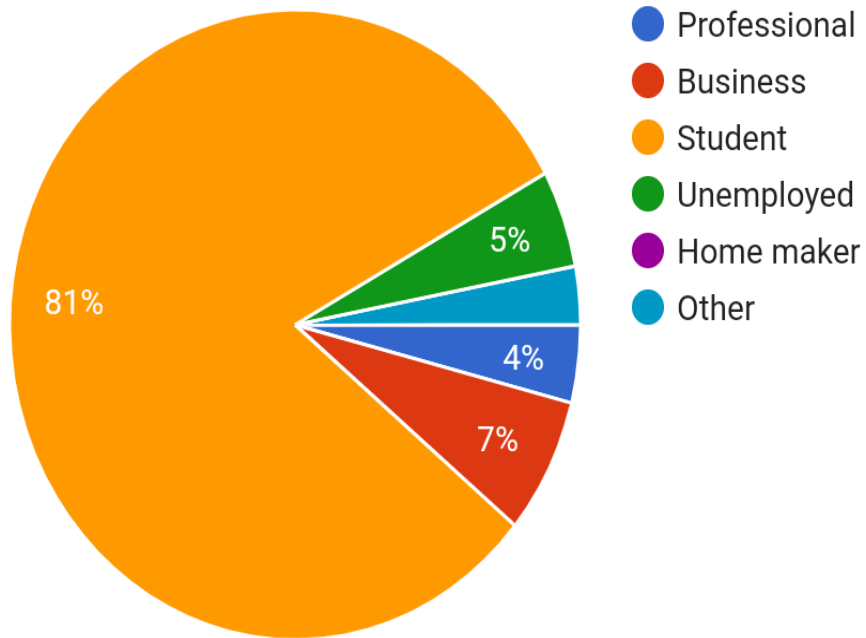
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Interpretation -Among the respondents male respondents were more than female respondents.

• OCCUPATION

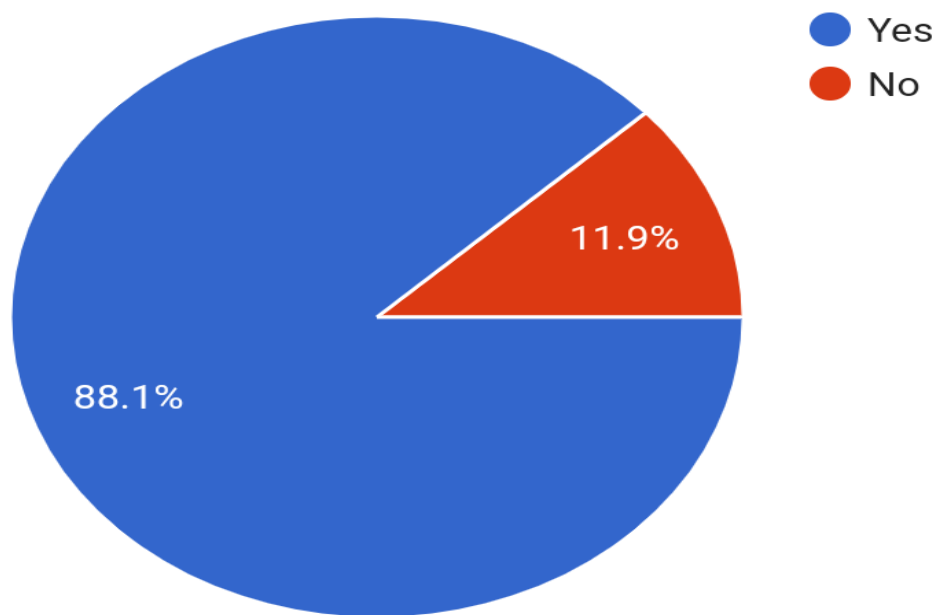
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Interpretation- Among the respondents, most of them were students.

1) Have you ever purchased patanjali products?

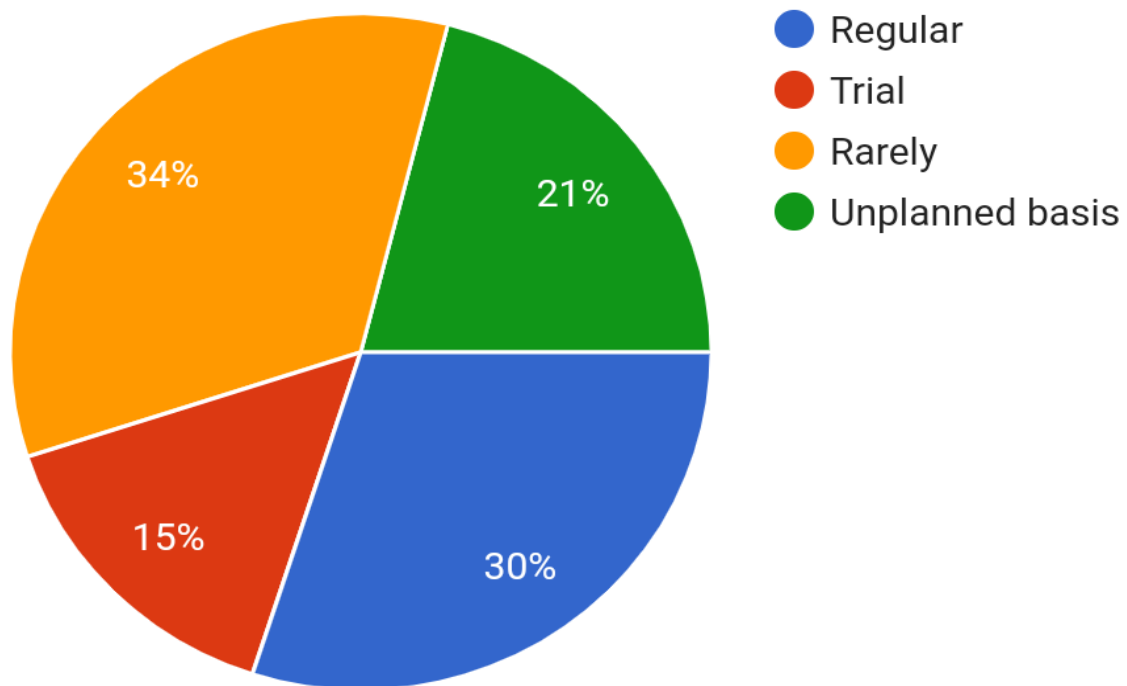
100 responses



Interpretation- Among the 100 respondents 88.1% respondents have purchased Patanjali brand . This shows that Patanjali brand is quite popular amongst the customers.

2) How frequently do you use patanjali products?

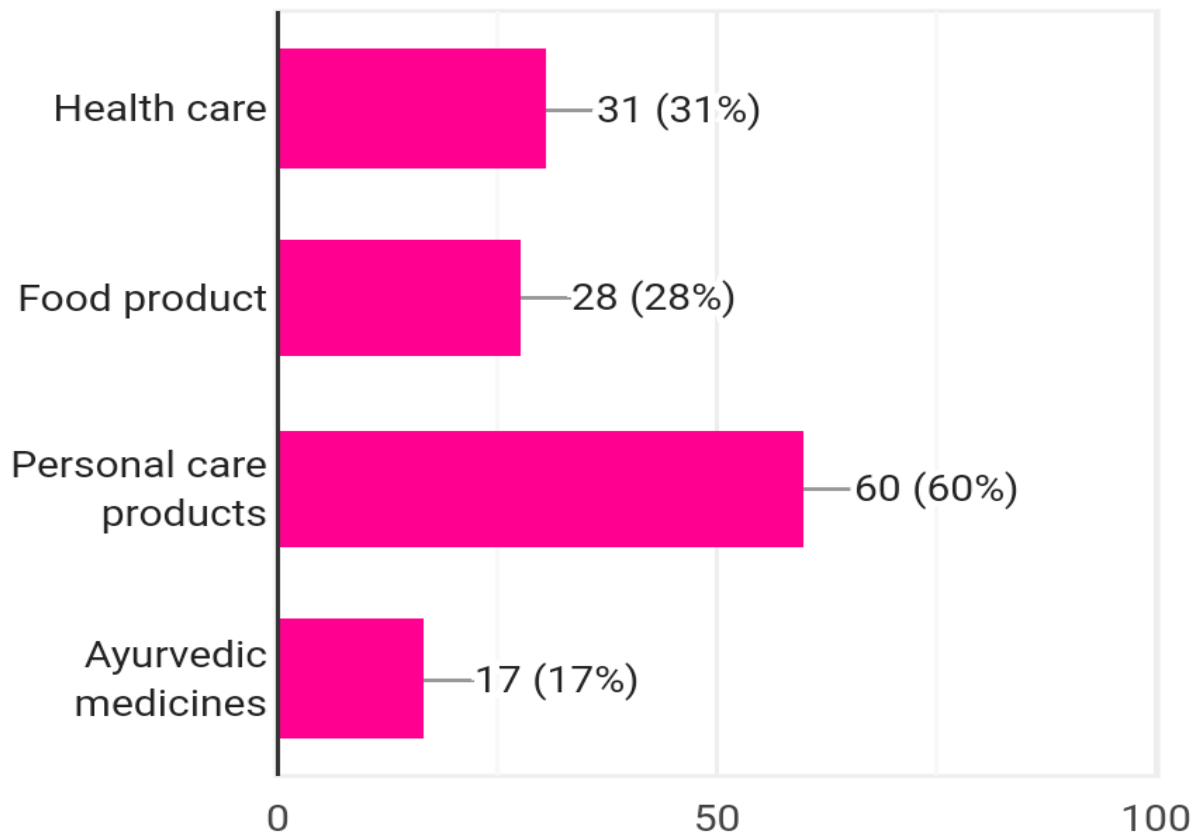
100 responses



Interpretation- Among the 100 respondents, 30% of the respondents were regular customers of Patanjali products.

3) What type of products do you use ?

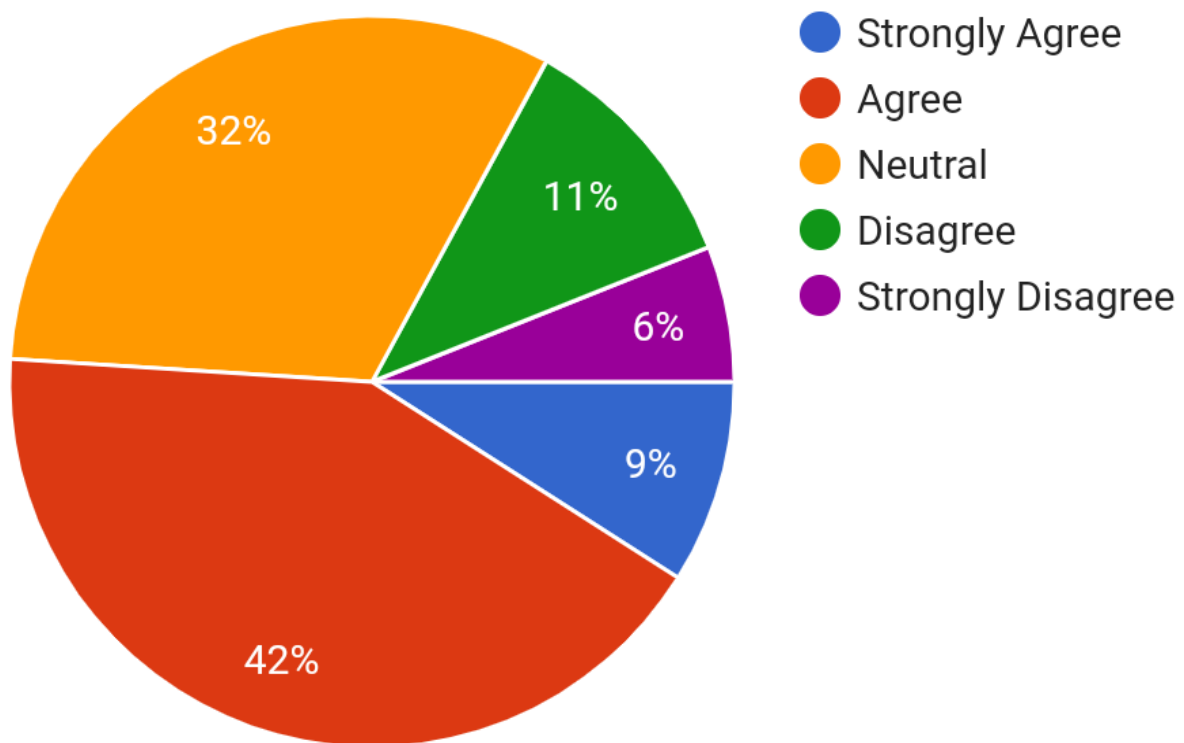
100 responses



Interpretation- Among all the categories of Patanjali , 60% respondents use personal care products . This means personal care products are suppose to be more reliable and useful.

4) Do you agree , the patanjali products have natural ingredients?

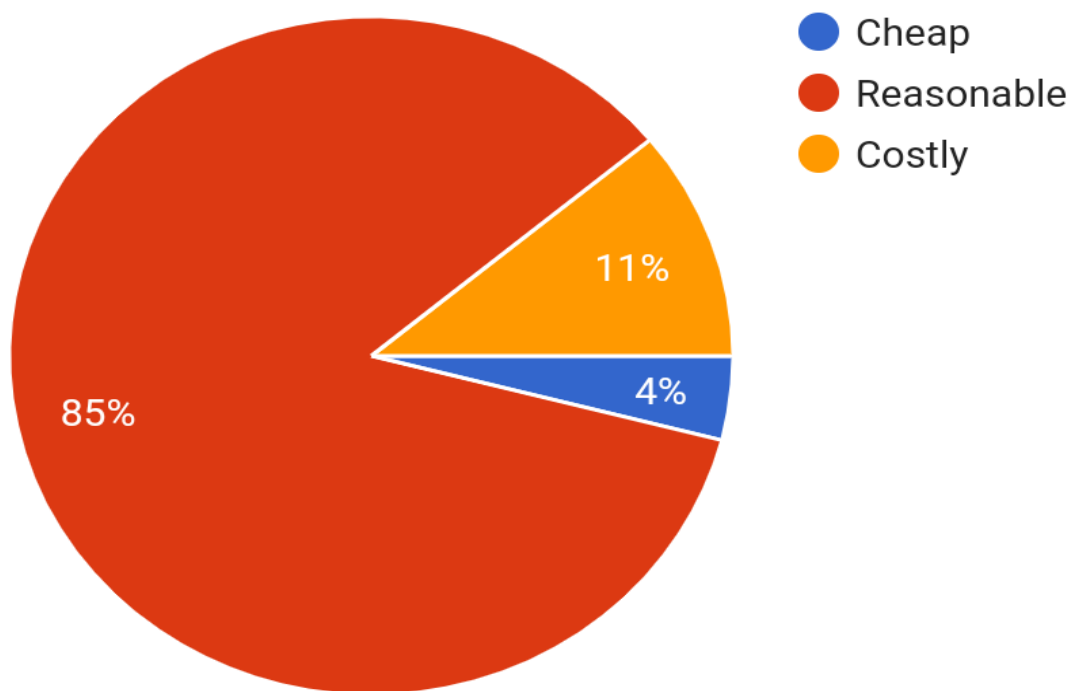
100 responses



Interpretation- Among the 100 respondents , 42% agrees that Patanjali product has natural ingredients. This means customers believe in Patanjali products and for the natural ingredients customers can rely on Patanjali products.

5) The price of Patanjali Products is ?

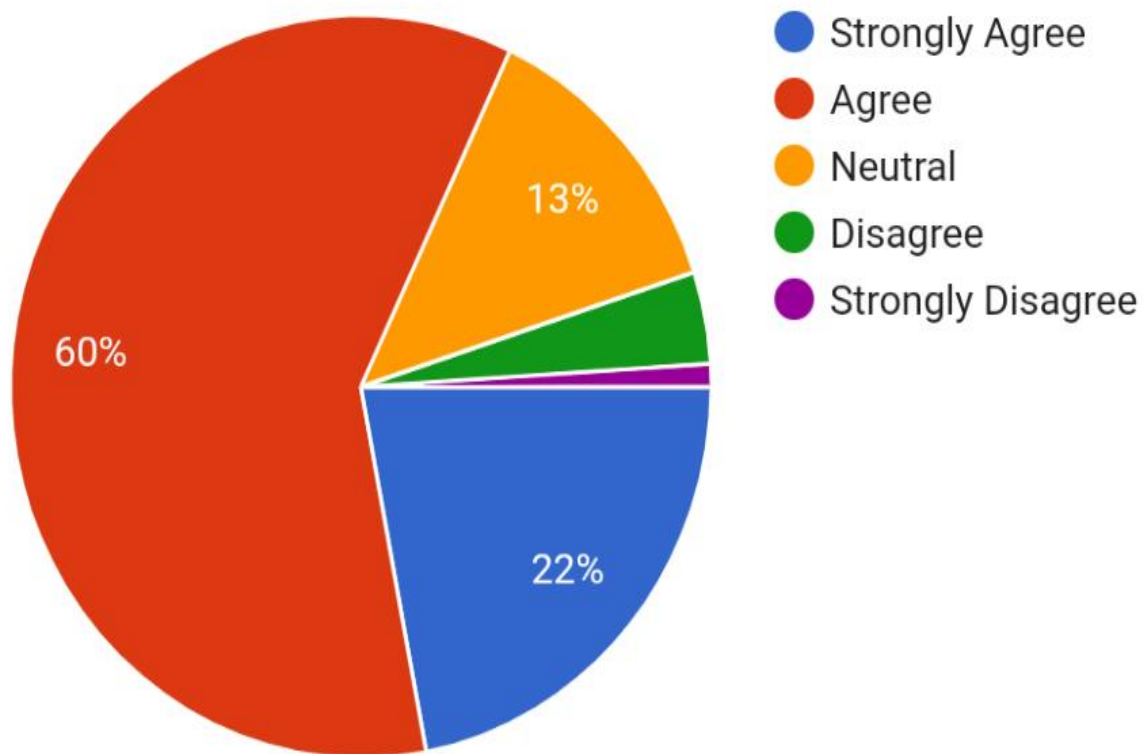
100 responses



Interpretation-85% customers said that Patanjali products are cheap. Patanjali offers products at low price and use this as an advantage for their brand.

6) Patanjali products are easily available.

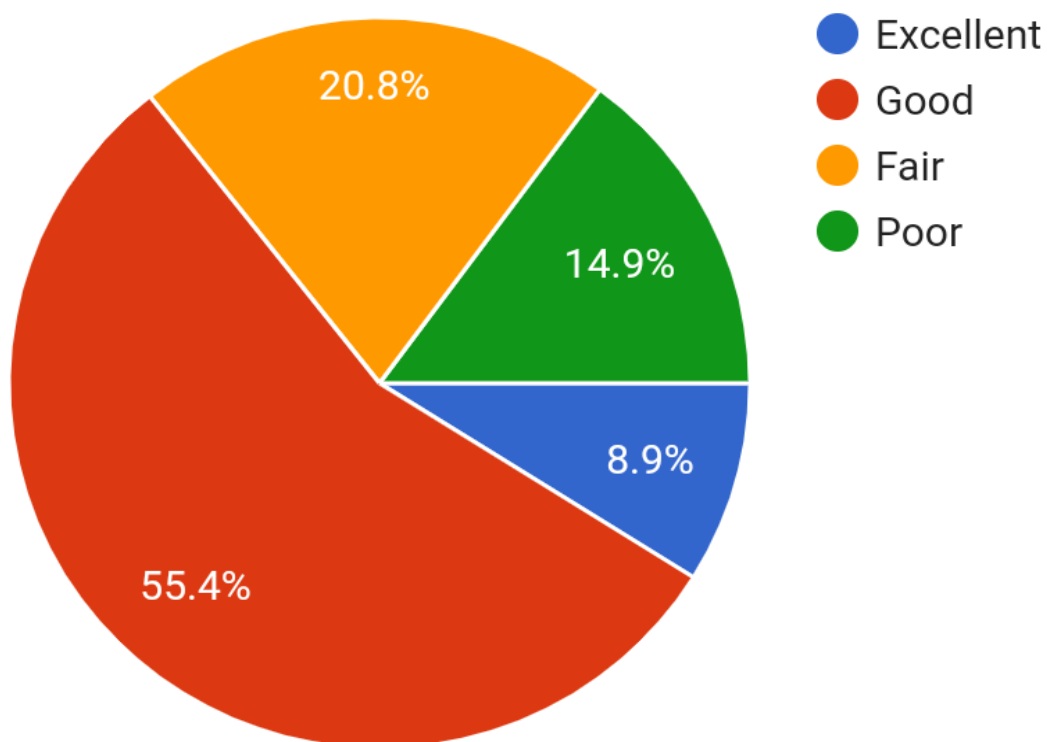
100 responses



Interpretation- 60% of the respondents say that Patanjali products are easily available. This means the brand has reached the customers in every way possible.

7) Are you satisfied with the quality of services provided by Patanjali products?

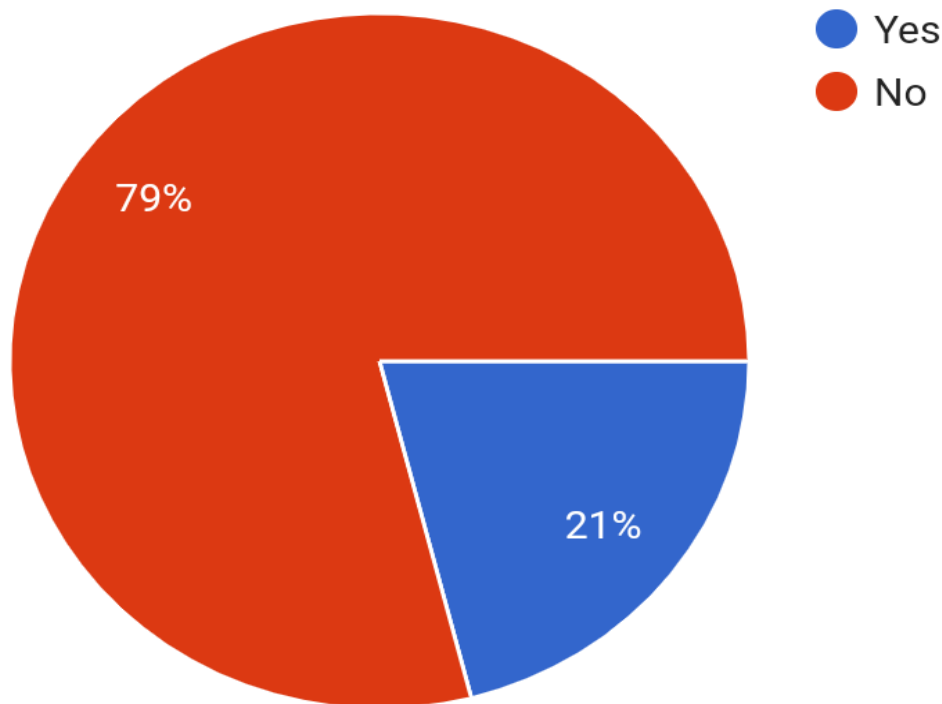
100 responses



Interpretation- 55.4% among the 100 respondents say that Patanjali offers quality product.

8) Have you faced any problem while using patanjali products?

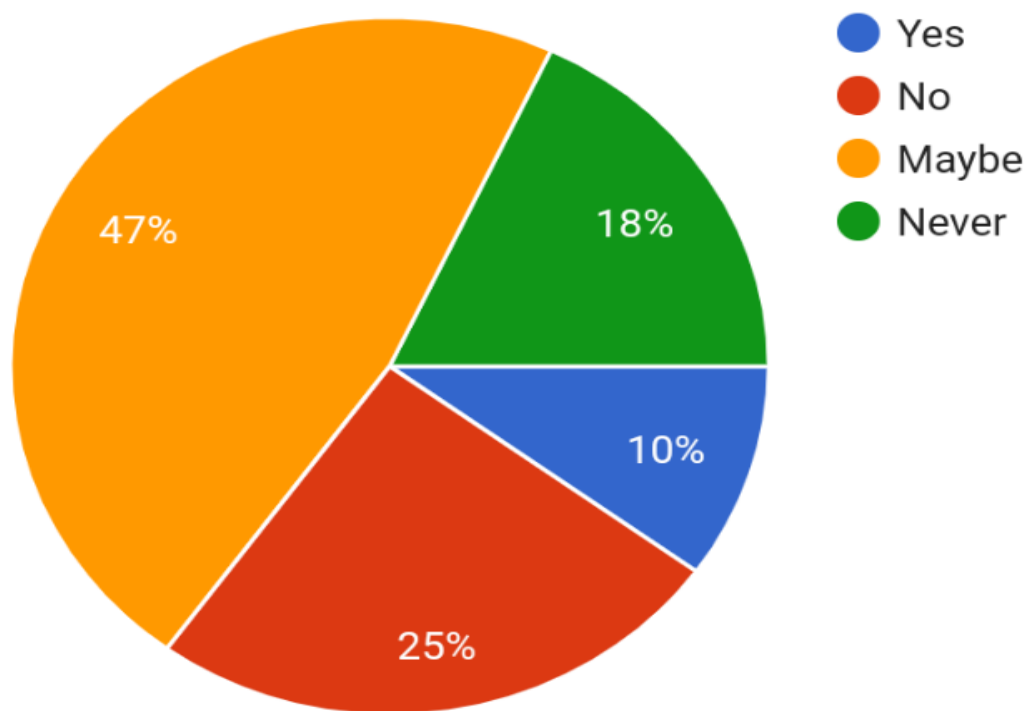
100 responses



Interpretation- 79% respondents say no that they have not faced any problem while using the product. This means Patanjali products are reliable.

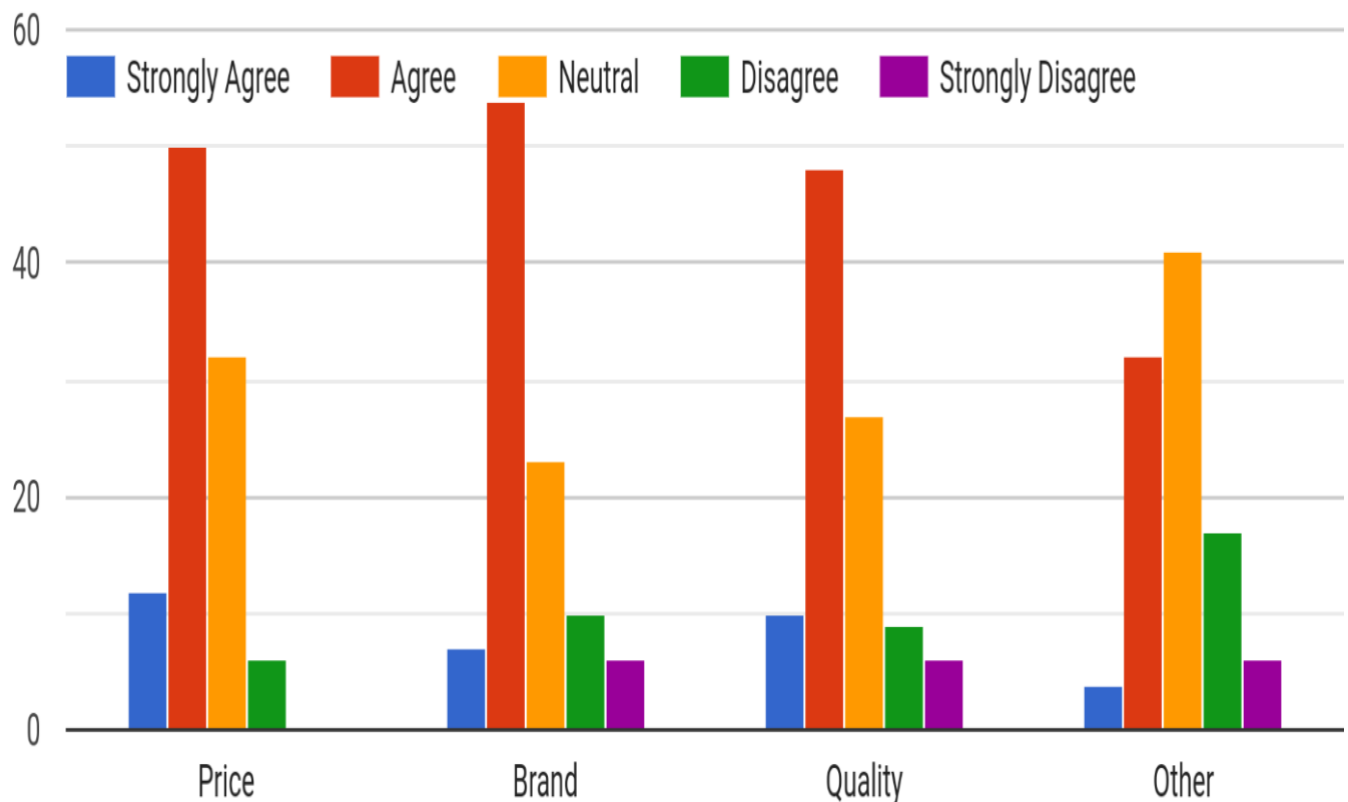
9) Patanjali product would be your first choice .

100 responses



Interpretation- 47% respondents say that Patanjali maybe their first choice amongst other brands.

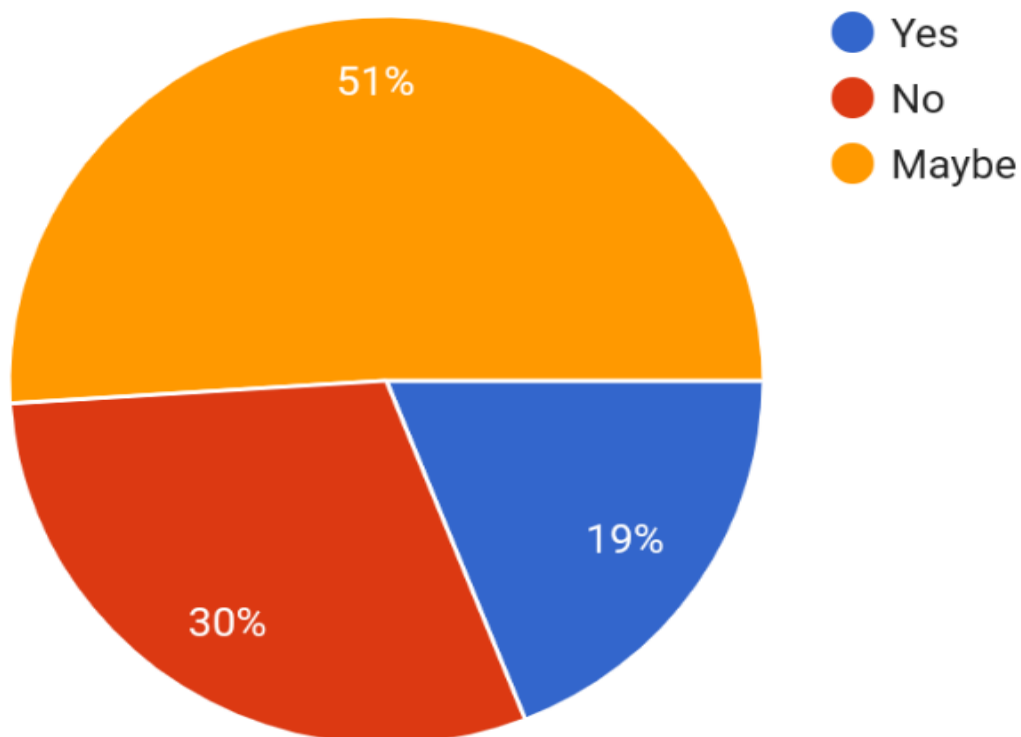
10) The factors that influence your decision making of buying patanjali products?(
multiple choice)



Interpretation- According to the responses of the 100 respondents, the brand is the most important factor for buying a product, then comes the price and then the quality of the products.

11) Do you agree Patanjali products are chemical free ?

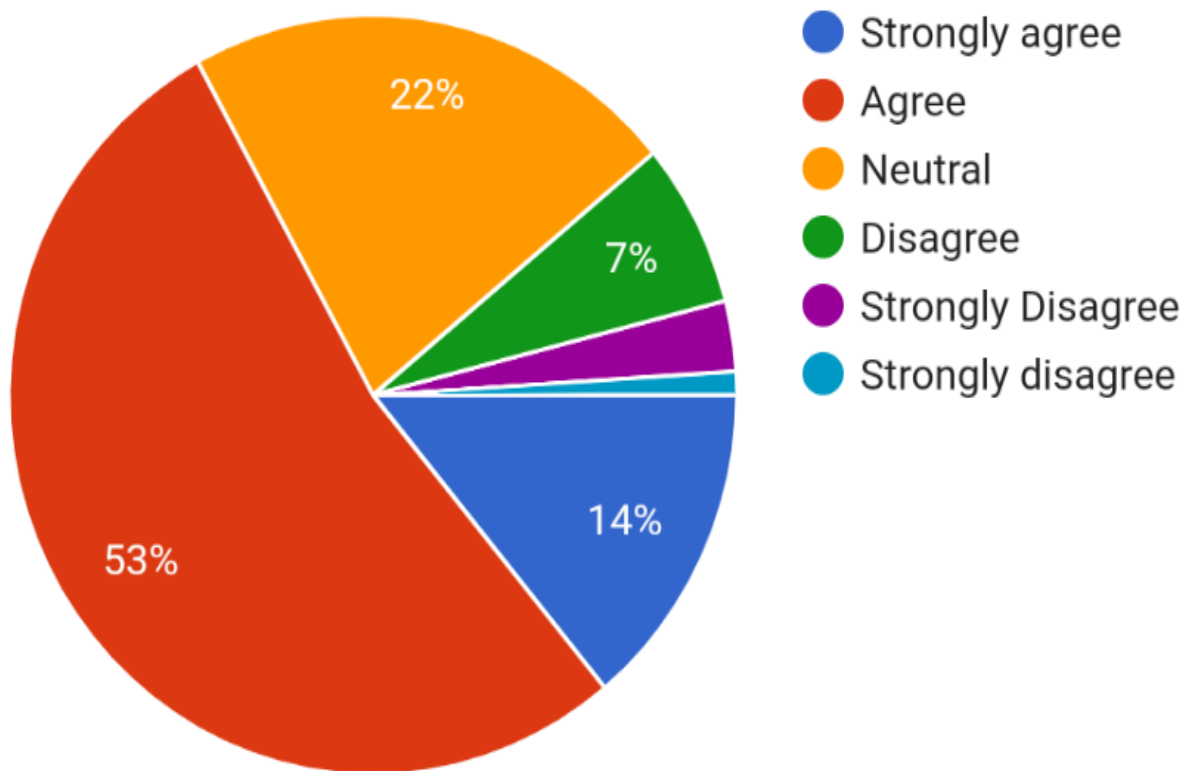
100 responses



Interpretation- Among the 100 respondents, 51% say that maybe the Patanjali products are chemical free , only 19% say yes that the products are chemical free.

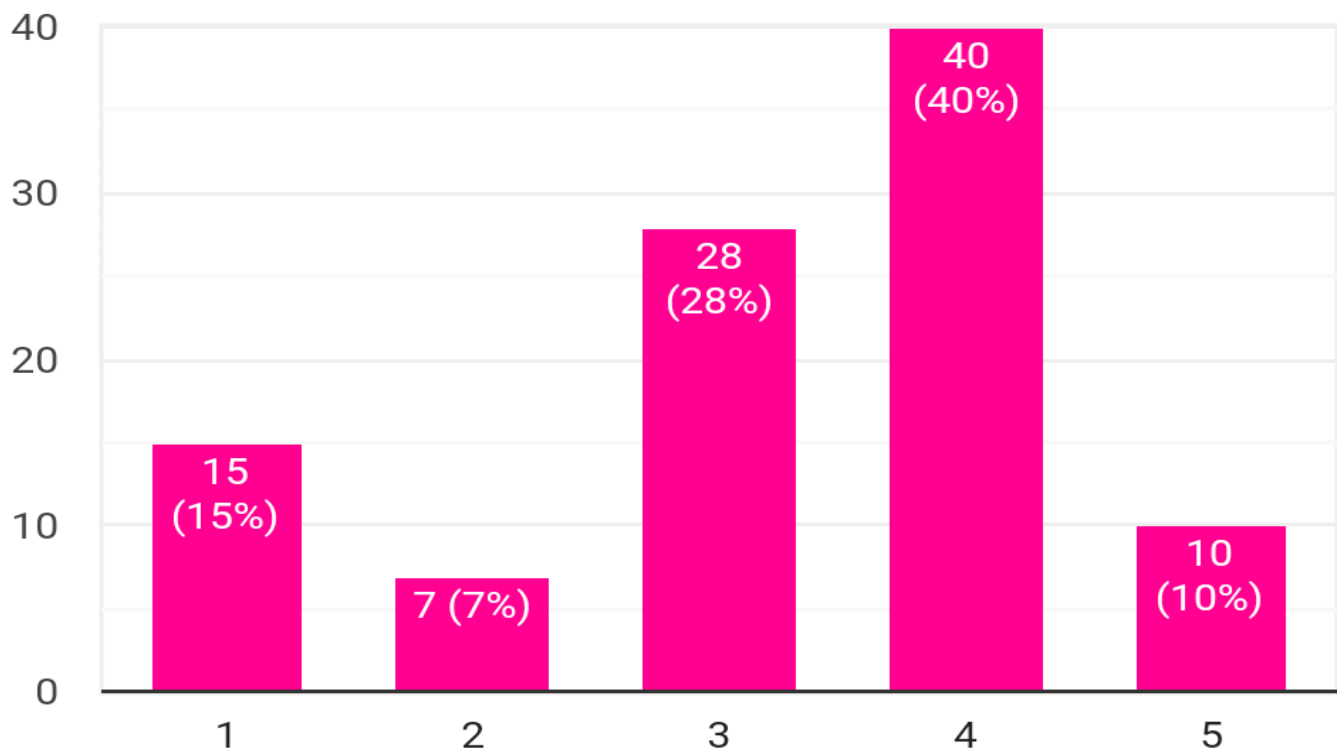
12) Do you agree that patanjali products have made a good brand image ?

100 responses



Interpretation- Among the 100 respondents, 53% agreed that Patanjali products have made a good brand image. Patanjali has adopted satisfying strategies for building the brand image.

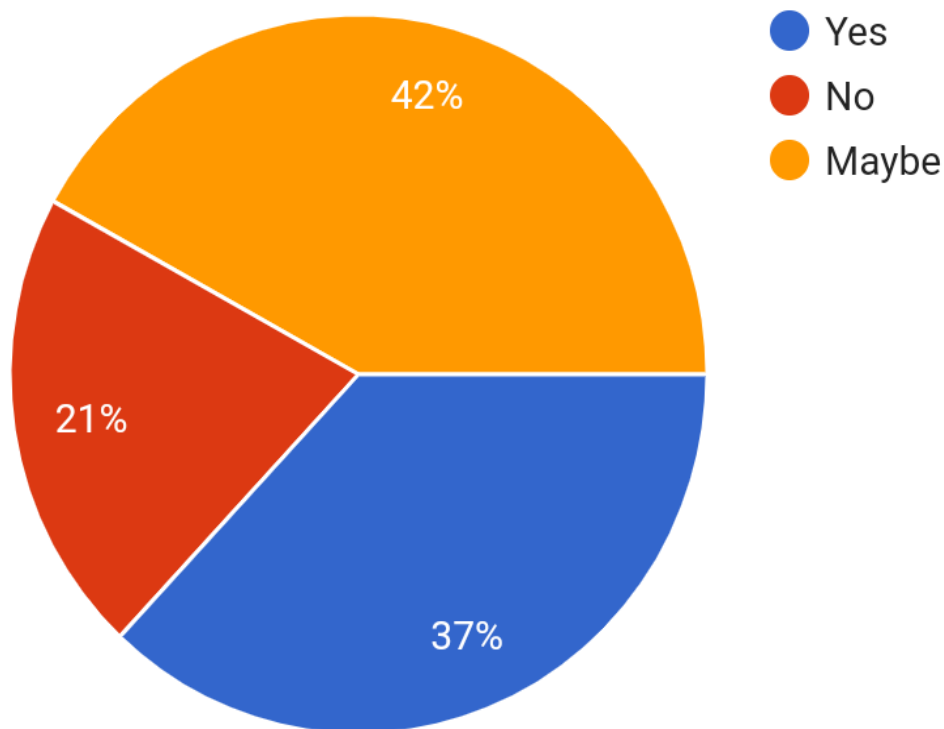
13) Rate your satisfaction level after trying the product . (1... 5 for most satisfied)
100 responses



Interpretation- Among the 100 respondents, 40 % were satisfied with Patanjali products and 10% are highly satisfied. Only 22% are not so satisfied.

14) Will you continue using Patanjali products?

100 responses



Interpretation- Among the 100 respondents, 42% said they maybe use Patanjali Products further. This means they were not fully satisfied and not sure about the product.

Hypothesis Testing

H0 (null hypothesis) – The perception of customers towards Patanjali products is not quite positive

H1 (alternate hypothesis) – The perception of customers towards Patanjali products is quite positive.

Among all the 100 respondents , 81% purchased Patanjali products

30% uses the product regularly , 42 % agree that Patanjali products are chemical free .

The respondents purchase the products because the price is reasonable, the products are easily available, and Patanjali has a good brand image . And all around , 50% of the respondents were satisfied with the Patanjali products.

Therefore, the null hypothesis is rejected and the alternate hypothesis is accepted.

Chapter 7 –

Conclusion and Suggestion

Conclusion

The Findings in the paper show that there are many significant factors that together make up the buying decision of the product. Customers' perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In the above study, a large portion of the user is satisfied from Patanjali products. It may be because of reasonable price of the product, the brand image and also the availability of the products. The satisfaction brings in the retention of customer. Patanjali is enjoying the advantageous position in market through natural elements present in the products. However, it should not ignore the competitors who are trying to get into natural products. Patanjali in order to retain more customers and satisfy them must fulfil the claims made by the company before any other brand may mushroom up and take away the benefits of marketing. Most of the customers believe that products are chemical free and have natural ingredients.

Suggestions

- To make a successful product, patanjali's marketing strategy should attract long term consumers.
- Most of the Patanjali consumer are facing problem like; products are not available in the market regularly.
- They can increase their distribution channels.
- They have to focus back on product efficacy: Rising above the noise of advertising.
- They can increase their outlet and stores.
- So Patanjali Ayurveda should increase their productivity and make sure that there will be shortage of products in the market.

Chapter 8 –

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Chapter 9 –

Appendix

QUESTIONNAIRE

1) Name

2) Age

- Below 20
- 21-30
- 31-40
- Above 40

3) Gender

- Male
- Female
- Other

4) Occupation

- Professional
- Business
- Student
- Unemployed
- Home Maker
- Other

5) Have you ever purchased Patanjali products?

- Yes
- No

6) How frequently do you use Patanjali products?

- Regular
- Trial
- Rarely
- Unplanned basis

7) What type of products do you use ?

- Health care
- Food products
- Personal care products
- Ayurvedic medicines

8) Do you agree, the Patanjali products have natural ingredients?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

9) The price of Patanjali Products is ?

- Cheap
- Reasonable
- Costly

10) Patanjali products are easily available?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

11) Are you satisfied with the quality of services provided by Patanjali products?

- Excellent
- Good
- Fair
- Poor

12) Have you faced any problem while using Patanjali products?

- Yes
- No

13) Patanjali products would be your first choice ?

- Yes
- No
- Maybe
- Never

14) The factors that influence your decision making of buying Patanjali products?

	Strong agree	Agree	Neutral	Disagree	Strongly disagree
PRICE					
BRAND					
QUALITY					
OTHER					

15) Do you agree Patanjali products are chemical free ?

- Yes
- No
- Maybe

16) Do you agree that Patanjali products have made a good brand image?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17) Rate your satisfaction level after trying the products?

- 1 to 5 scale (1 for least satisfied and 5 for most satisfied)

18) Will you continue using Patanjali products?

- Yes
- No
- Maybe