
Tendency of Consumer Behaviour towards Patanjali Ayurvedic Limited (A Study of Chhatarpur City of Madhya Pradesh)

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ABSTRACT

The growth of Patanjali Ayurvedic Limited (PAL) is a big challenge to the established market players of FMCG products as the turnover of the company is constantly increasing. The propensity of consumers towards Patanjali products is increasing day by day. PAL is a new manufacturer in the FMCG market as compared to other established players but its aggressive pace of growth distracts the interest of whole market because of the staggering growth and it has become the fastest growing company in FMCG market. Growth of PAL has created a new hope for indigenous to compete effectively with MNCs by adopting ancient knowledge on Ayurvedic. The main aim of the research paper is to study the tendency of consumers towards PAL in Chhatarpur city of Madhya Pradesh.

KEY WORDS: FMCG, Patanjali Ayurvedic Limited, Growth, Consumers

INTRODUCTION

Indian market has tremendous opportunities for almost all the sectors. Fast Moving Consumer Goods (FMCG) is one of the sectors which constantly growing with new opportunities and challenges. This scenario has attracted several manufacturers to enter into FMCG sector. The rising income levels of consumers, changing in attitude of consumers, changing behavior of consumers have resulted in high demand of varieties of products. It also created tough competition among manufacturers and the survival in this sector depends upon the trust of consumers. 'As market change and develop, so does the strategy used to enter and companies must be able to choose the correct way to enter market in order to remain competitive' (Sahu 2017). Now a days, for a FMCG manufacturer to develop and maintain trust among consumers is a big challenge. 'Consumers of this millennium have become more concerned about their health and also inclined to maintain quality of life which is reflected through the preferential consumption of those products that protects the good state of their health as well as provide maximum satisfaction' (Dutta 2015). According to Neilson, the health and wellness segment is worth Rs 33000 crore. The entry of Patanjali Ayurvedic Limited (hereafter PAL) aims at providing natural products at affordable cost. This paper is an effort to understand the tendency of Chhatarpur city consumers towards PAL products.

OBJECTIVES

Following are the objectives of the study:

1. To study the reasons behind success of Patanjali Ayurvedic Limited.
2. To study factors that influence consumer behavior.

3. To know the propensity of consumers regarding Patanjali products in Chhatarpur city of Madhya Pradesh.

RESEARCH METHODOLOGY

The study is based on primary data and it is obtained through structured like scale questionnaire which developed with five point rating scale with ranging from strongly disagree to strongly agree. This study is descriptive in nature.

LIMITATION OF THE STUDY

Due to time constraint only 60 respondents selected for the study from Chhatarpur city M.P, in which 30 males and 30 females selected for the study.

Patanjali Ayurvedic Limited and its Strategies

Patanjali Ayurvedic Ltd (PAL) is a Swadeshi company headquartered in Haridwar, Uttarakhand. It was established in 13 January 2006 as a private limited company and converted into public limited company in 2007. PAL has achieved exceptional growth and the products of the company popularized in a very short time. 'It has become the fastest growing Indian FMCG company till date and its growth rate has created high benchmarks for competition to emulate' (Singh and Gopal 2016). According to a recent report titled 'Patanjali – Injurious to listed FMCG Health' released by Financial Services Company IIFL capital, Patanjali is expected to clock sales worth Rs 20000 crore in 2019-20. Moreover it poses a big challenge and embroilment before other existing players. During maggi controversy, PAL launched atta noodles with tagline *jhat pat pakao, aur befikr khao* (cook quickly and eat without worry). This clearly shows that the PAL took advantage of the controversies arises regarding other products and launched new products with the strategy of introducing western food products with safety of health. 'The major steps towards success in its variety of products in each and every segment, brand Patanjali is not only focusing on medical products but also focusing on herbal products of personal care, grocery, nutrition and supplements, homecare etc' (Prabha and Revathi 2018)

Baba Ramdev is the main driving force behind the exceptional growth of PAL because he already engaged in yoga before establishment of this company and this create a positive impact on the minds of the people. He is playing a crucial role in popularizing Patanjali products. He not only utter the benefits of yoga in his *shivirs* but also create awareness of Patanjali products. Moreover he gives advice to people for purchasing Patanjali products. According to him, Patanjali products are good, qualitative, Swadeshi and available as cheaper cost as compared to multinational company's products. Complementing its 'natural and pure' or 'Prakriti ka Ashirvad' proposition is the swadeshi concept which Baba Ramdev focuses on thus luring a large number of people towards Patanjali products (Siddique et al 2017). Apart from this, Baba Ramdev constantly communicates the benefits of Patanjali products with brand slogan 'Blessings of Nature'. He always claims that their product is in market after lot of research and survey 'Riding on the popularity of its founder Baba Ramdev, he has not only established itself as a major player but has radically impacted the development of the FMCG sector with innovative products and strategies' (Pandey and Shah 2016). The company also used the emotional card and tries to convince the consumers

that instead of buying products of MNCs products buying PAL products, money will remain in the country and all profit would be used for charity. By using said strategy, the PAL succeeded to convince the consumers especially the consumers whose life is hectic and busy. Company's strategy is helping to increase propensity of consumption regarding natural, pure, and harmless products. PAL introduced products emphasized on ayurveda and herbal mantra along with low pricing strategy. 'India is a price sensitive market where any new player who enters the market tries to make a dent by crashing the price' (Rawal 2016). As a result, PAL achieved phenomenal growth and got success in seizure the attention of people. Patanjali. 'The Company's products are priced at around 15-30% discount to competition, which makes it an attractive proposition for consumers' (Kumar 2016). Following data of growth and other aspect of PAL's success has analyzed as under:

Growth Pattern of PAL:

'PAL has become the fastest growing FMCG firm in the country, with the widest product portfolio based on ayurveda' (Jha2016). The Company has been growing phenomenally over past few years.

Primary Data Analysis To know the perception of consumers towards Patanjali products in Chhatarpur city of Madhya Pradesh 60 samples selected for the study through stratified random sampling method. The data collected on the basis of purposive sampling in which 30 male and 30 females selected for the study. The data collected has been tabulated and classified under the following tables:

Table 1: Age of the respondents:

Age always affects the buying behavior of consumers. To know the behaviour of consumers towards Patanjali products both males and females were selected for the study. Following table indicates the age wise distribution of respondents:

Table 1: Age wise distribution of the respondents

Age Wise Respondents (in years)	No. of Respondents			Percentage (%)		
	Male	Female	Total	Male	Female	Total
18-30	11	05	16	36	17	26
30-45	9	10	19	30	33	32
45-60	5	05	10	17	17	17
60 above	5	10	15	17	33	25
Total	30	30	60	100	100	100

Source: Survey Data

The above table reveals that out of 60 respondents 26 percent were having the age of 18-30. The number of male and female were equally distributed. 32 percent respondents were having the age of 30-45 and remaining were having the age above 45.

Table 2: Occupation of the respondents:

The occupation of consumers also plays an important role in influencing buying behaviour. Following table indicates the occupation wise distribution of respondents:

Table 2: Occupation wise distribution of respondents

Occupation Wise Respondents	No. of Respondents			Percentage (%)		
	Male	Female	Total	Male	Female	Total
Student	04	03	07	13.3	10	11.67
Employee	15	17	32	50	56.67	53.33
Businessmen	09	04	13	30	13.33	21.67
Any Other	02	06	08	6.7	20	13.33
Total	30	30	60	100	100	100

Source: Survey Data

For the present study students, employees, businessmen and other respondents were selected as the classification is suitable for the study. Out of total 60 respondents, 11.67% students, 53.33% employees, 21.67% businessmen and 13.33% were other category.

Table 3: Income of the respondents:

Income of the consumers is also very significant factor which influences the behaviour of consumer. The selection of products basically decided by the paying capacity of the consumers. Following table indicates the occupation wise distribution of respondents:

Table 3: Income wise distribution of respondents

Income Wise Respondents (monthly family income)	No. of Respondents			Percentage (%)		
	Male	Female	Total	Male	Female	Total
Below Rs 10000	1	1	02	3.33	3.34	3.33
Rs 10000-20000	3	04	07	10	13.33	11.67
Rs 20000-30000	05	13	18	16.67	43.33	30
Rs 30000-50000	10	07	17	33.33	23.33	28.33
Rs 50000 above	11	05	16	36.67	16.67	26.67
Total	30	30	60	100	100	100

Source: Survey Data

The above table reveals that total 30 percent respondents were above the monthly income between Rs 20000-30000 and 26.67 percent respondents were above Rs. 50000 each .28.33 percent respondents were earning the monthly income of Rs 30000-50000 and 11.67 percent were having monthly income Rs 10000-20000 and rest of the respondents were having the income below Rs 10000.

Response of Consumers

The following data shows the analysis and results regarding response of consumers towards Patanjali products in Chhatarpur city of Madhya Pradesh:

1. Use of Patanjali Products

Due to increasing awareness and changing lifestyle, consumers are using several products and their behavior is also changing towards the products. ‘Customers attraction is a chief task when the firms are introducing a new product in the market. Generally customers should not show the interest to look into the new brand unless strong influencing factors’ (Bandaru 2017). In a fast growing and globalized market, consumers are not dependent on few products and the producers are also having the opportunities to reach easily to the consumers with required information. In different FMCG producing companies, PAL is a fast growing company with its ayurvedic and herbal products and therefore increasing trends of using PAL products among consumers is an alarming condition for other FMCG companies. In this regard the trend of surveyed consumers’ behavior is important to analyze the future growth of PAL. The following table shows the trend to use Patanjali products in Chhatarpur city of Madhya Pradesh:

Table: 1 Use of Patanjali Products by Sampled Consumers

Response	No. of Respondents			Percentage (%)		
	Male	Female	Total	Male	Female	Total
Yes	26	28	54	86.67	93.33	90
No	04	02	06	13.33	6.67	10
Total	30	30	60	100	100	100

Source: Survey Data

The above data reveals that out of total 60 respondents, 90 percent of the respondents were using Patanjali products in Chhatarpur city and only 10 percent respondents were not using any Patanjali product. The trend shows that popularity of PAL products is increasing but it is also important that consumer’s propensity towards PAL product is basically for selected products. The above table shows that majority of respondents among males and females were using Patanjali products.

2. Preference towards Patanjali Products

Purchasing behavior of consumers depend upon several reasons such as habit, income level, choice, popularity of the product, image of the company and also the side effects and usefulness of the products. The following table shows the preference of consumers in Chhatarpur city of Madhya Pradesh towards Patanjali products:

Table 2: Preference of Various Patanjali Products by Sampled Consumers

Response	No. of Respondents			Percentage (%)		
	Male	Female	Total	Male	Female	Total
Toothpaste	19	14	33	63.34	46.67	55
Honey	01	01	02	3.33	3.33	3.33
Biscuit	05	09	14	16.67	30	23.34
Noodles	01	02	03	3.33	6.67	5
Shampoo	01	02	03	3.33	6.67	5
Ghee	02	01	03	6.67	3.33	5

Other Products	01	01	02	3.33	3.33	3.33
All of the Above	00	00	00	00	00	00
Total	30	30	60	100	100	100

Source: Survey Data

The above table shows that in different products, toothpaste and biscuits of PAL are the most popular products in Chhatarpur city. Although consumers are also preferring other products of Patanjali but their frequency is very less. It is found that among various Patanjali products, toothpaste and biscuits are products which consumers of Chhatarpur city like the most.

3. Purchase Decision

a. Image of the company

Image of a company is a significant factor for selecting the product and it influence behavior of consumers. Following table shows the results of analysis:

Table 3 (a): Purchase decision influence by the Image of the Company

Response	No. of Respondents			Percentage (%)		
	Male	Female	Total	Male	Female	Total
Always	26	22	48	86.67	73.33	80
Sometimes	04	08	12	13.33	26.67	20
Total	30	30	60	100	100	100

Source: Survey Data

The table shows that the majority of the respondents i.e.80% influenced by company brand image during purchase. 20% respondents were influenced by company brand image on some occasion during purchase.

b. Quality

Quality is an important determinant for every segment. FMCG sector fulfills basic needs of consumers and therefore, quality become very important factor. The consumer behavior basically influenced by the quality of the product and it also create a distinct image of manufacturer from other competitors. Following table shows the analysis of responses regarding quality of Patanjali Products:

Table 3 (b): Purchase decision influence by the Quality of the Products

Response	No. of Respondents			Percentage (%)		
	Male	Female	Total	Male	Female	Total
Disagree	-	-	-	-	-	-
Neutral	04	02	06	13.33	6.67	10
Agree	10	13	23	33.34	43.33	38.33

Strongly Agree	16	15	31	53.33	50	51.67
Total	30	30	60	100	100	100

Source: Survey Data

The above table reveals that majority of respondents' i.e. 51.67% were strongly agree regarding use Patanjali products because of its quality.38.33% strongly agreed with this fact, 10% were neutral regarding use Patanjali products due to its quality.

c. Low prices

In this era of digital revolution, consumers can easily compare prices of different product with other company products. Undoubtedly, consumers want full value of their money.The following table shows the consumers' response regarding the price of Patanjali products:

Table 3 (c): Purchase Decision Influence by Low Price of the Product

Response	No. of Respondents			Percentage (%)		
	Male	Female	Total	Male	Female	Total
Disagree	09	02	11	30	6.67	18.33
Neutral	05	10	15	16.67	33.33	25
Agree	16	18	34	53.33	60	56.67
Total	30	30	60	100	100	100

Source: Survey Data

The above table reveals that that 56.67% respondents were agree and 18.33%respondents were disagree regarding Patanjali products are available on low prices as compared to the products of companies and 25% respondents were neutral with this statement.

d. Natural Products

Due to hectic and changing lifestyle, people more tend towards natural products. 'Presently the demand for traditional Indian herbal products has increased, apart from Indian herbal market is flooded with numerous well-known and recognized herbal brands' (Ali and Yadav 2015).The following table shows consumer's purchase decision due to herbal products of PAL :

Table 3 (d) Purchase Decision Influence by the Concept of Natural Products

Response	No. of Respondents			Percentage (%)		
	Male	Female	Total	Male	Female	Total
Disagree	05	-	05	16.67	-	8.33
Neutral	02	03	05	6.66	10	8.33
Agree	18	12	30	60	40	50
Strongly Agree	05	15	20	16.67	50	33.34
Total	30	30	60	100	100	100

Source: Survey Data

The above data shows that the majority of the respondents i.e.50% were agree and 33.34% were strongly agree regarding use of Patanjali products because these products are herbal.8.33% respondents were neutral and 8.33% respondents were disagree with this statement.

e. Swadeshi Concept

The following table shows the purchase trend influenced by Swadeshi concept of PAL:

Table 3 (e): Purchase Decision Influence by the Swadeshi Concept

Response	No. of Respondents			Percentage (%)		
	Male	Female	Total	Male	Female	Total
Disagree	05	02	07	16.67	6.67	11.67
Agree	19	11	30	63.33	36.67	50
Strongly Agree	06	17	23	20	56.66	38.33
Total	30	30	60	100	100	100

Source: Survey Data

The majority of respondents i.e.50% were agree, 38% respondents were strongly agree and only 11.67% respondents were disagree with this statement.

4. Satisfaction towards Patanjali Products

Consumers always look for more and more satisfaction.Customer satisfaction is the necessary foundation for every company to attain new customers as well as retain existing consumers.The following table shows the analysis of respondents regarding satisfaction towards Patanjali products:

Table 4: Satisfaction towards Patanjali Products of Sampled Consumers

Response	No. of Respondents			Percentage (%)		
	Male	Female	Total	Male	Female	Total
Disagree	02	03	05	6.66	10	8.34
Neutral	08	06	14	26.67	20	23.33
Agree	20	15	35	66.67	50	58.33
Strongly Agree	-	06	06	-	20	10
Total	30	30	60	100	100	100

Source: Survey Data

As far as the satisfaction is concerned, 58.33 percent of PAL consumers of PAL were agree and only 10% strongly agree with the statement and about 23.33% respondents were neutral with this statement.

6. Company Claims

For achieving success in the market, many companies make a false claim about quality, price, purity etc.But no company can achieve long term success by making false claim.Marketers

always keep in a view what he make promise.The following table shows the analysis the difference of respondents regarding claim by PAL:

Table 6: Response of Consumers Regarding Company Claim

Response	No. of Respondents			Percentage (%)		
	Male	Female	Total	Male	Female	Total
Disagree	05	07	12	16.67	23	20
Agree	25	23	48	83.33	77	80
Total	30	30	60	100	100	100

Source: Survey Data

It was found that in case of company claim, most of the respondents i.e. 80% respondents were agree and only 20% respondents were disagree with this statement.

CONCLUSION

Patanjali Ayurvedic Ltd (PAL) is one the competitors which record staggering growth from few years. The survey concluded that in Chhatarpur city of Madhya Pradesh 90% people are using Patanjali products but they are using only selected products.Only 10% people are not using Patanjali products.The reasons for not using Patanjali products is brand loyalty of consumers and trust only old established players because of their positive experiences. The result of the study shows that they are giving attention to swadeshi products.Apart from that they are also inclined towards natural products. It is found that toothpaste and biscuits of PAL are the most popular among consumers. They purchase PAL products because of its image, low prices.They also influence with quality of products while purchasing. It is true that they are agreed towards satisfaction but not strongly agreed. They are looking for more satisfaction. This is the indication towards unprecedented opportunities for other manufacturers. Chhatarpur city is a small city but there is also people have a tendency to purchase natural products.

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