



## GENERAL PUBLIC PERCEPTION ON PATANJALI PRODUCTS

**Reshma V M**

Assistant Professor,  
M E S Abdullah Memorial College  
Kunnukara

### ABSTRACT

*In the present scenario Indian Society are spending huge amount of their income in buying consumer goods for surviving their life. Every person is a consumer of different at the same time. The choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand especially when it comes to brand of eatables and cosmetics. The present market condition of fast movable consumer goods is high in the market. Consumers are the most important factor to determine the market condition. It's because of that importance it is essential to know the changing taste and preference of the consumer. Consumer's changes in their taste and preference can be known only by knowing how the consumer expects from consuming a product. This study makes the Patanjali products to rectify their problems regarding the perception of Patanjali products. With the help of this study, we can know the current position and current status of the company in the minds of their customer. This research gives us a complete feedback about the opinion about price, promotions, advertisement, benefits, quality, availability etc. It will help the Patanjali Ayurveda Ltd to improve their future aspects in all dimensions.*

**KEYWORDS:** *Consumer Perception, Patanjali Products, Ayurvedic products, promotional activities*

### INTRODUCTION

Consumer Perception is an important tool in knowing the attitude, opinion, feedbacks about a product consumer. Perception means the attitude of the consumer towards the product. It includes consumer expectation, satisfaction level and total valuation of the product. It is the ability of products of service to at least minimally meet a buyers need and expectation. But Customer perception refers to how customers view a certain product based on their own conclusions. These conclusions are derived from a number of factors, such as price and overall experience. Most of the buyers have expectation on the basis of their previous experience, opinion of friends, relatives, marketers and competitors. If the consumer perception is good they will pass their experience to others so it leads to the company in a good position.

“Patanjali” is a brand set up by PATANJALI AYURVEDA LTD is backed by robust preaching and promotion of World Renowned Guru Swami Ramdevji and an international authority on

Ayurveda and Traditional Herbs. As it is a consumer goods producing company, it is facing too many risk and problems from the part of competitors. Patanjali is a growing company. Their main competitors are other FMCG's in the same industry. Now, they are spreading more their products towards Kerala.

In the present scenario, there are lots of companies in Kerala who are producing consumer good especially foods, cleaning agents, cosmetics etc. Similarly there are lots of alternatives and choice for the customer in purchasing the product. In this situation it is important for a company to know the current status and position of their products in the minds of consumers. Competitors are investing more money in promotional activities and advertisement in order to survive in the market as it is a consumer goods producing industry. If the perception towards a product(s) by the customer is not good he not only buys the product but also demotivate others to buy the product.

The Indian Consumer Market is flooded with numerous well-known and recognized FMCG

brands. PATANJALI AYURVEDA LTD is a growing fast moving consumer goods producing company. Consumer goods play a critical role in the basic needs of a human being. The Patanjali products are working on plugging the gaps in the supply chain and distribution with plans a foot to implement ERP and consolidate its share in the Indian Consumer Market. Strong innovation and new products pipeline, pricing discounts to the peers, Ayurvedic and natural propositions with low A&P spends lend Patanjali's products an edge over competition.

### REVIEW OF LITERATURE

**Khan M L (2005)** found that consumer usage and buying of any product largely depend upon their perception about the product. Perception develops through how effectively product has been marketed. She found out that the consumer perception on Quality. The other factor is the price of any particular product and customer limitation of spending. Popularity of product among youngsters or product is popular in any particular age group. Awareness about the product which is going to be used. Availability of products will lead to the sales of particular product. **Han J H (2006)** said that when consumers decide whether to buy and use the most crucial factor is the safety. Other important factors affecting consumer purchase intentions are ethical issues. Depending upon product type, consumer show different levels of risks on products their offers. **Kazmi S Q (2012)** found out that awareness about product is largely effect on the sale of the product and so popularity of product. She found out some important factors on consumer perception is the awareness about the product. Skin or healthy consciousness, Advertisement effect, availability of product, quality of product, consumer attitude in particular areas, income levels, and the price of the products. **Vanniarajan and Kubendran (2005)**, describe that Consumer Perception and usage of any product can be changed. If income and urbanization increases among consumers then the percentage of income spent on consumption increases. The urban consumer mostly like branded products as compared to rural consumers. **Na et al. (1999)** connected brand image with customer's perception as they mentioned that image cannot be measured by attribute measurements alone but must include measurements of consumers' perceptions of the value and benefits attainable from using the brand. **Business Dictionary**, A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels.

### OBJECTIVES

- ❖ To evaluate the Strength, Weakness, Opportunities and Threats of Patanjali Ltd.
- ❖ To know the level of satisfaction with the Patanjali Products.

### RESEARCH METHODOLOGY

#### Research design

Descriptive research design is used for this study because it simply describes something such as demographic characteristics of consumer who used the product. It answers the questions such as who, what, where, when, how, etc.

#### Population

The population for this study is the general public in Angamaly Municipality.

#### Sampling method

Convenience Sampling is used by the researchers in this study. Convenience sampling (also known as availability sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

#### Sample size

Sample size is 30. i.e., 30 consumers are selected from the general public in Angamaly Municipality.

#### Tools used for data collection and analysis

A questionnaire is used to collect the data and Percentage analysis with the help of chart and diagrams are used for analysis.

#### Variables under study

- ❖ Quality of packaging.
- ❖ Promotional activities.
- ❖ Price.
- ❖ Distribution channels.
- ❖ Advertisements.

### DATA ANALYSIS AND INTERPRETATION

#### Objective 1: SWOT Analysis

##### ➤ S-Strength

- Brand Name
- Strong TQM
- Excellent Marketing Strategy
- Innovative Personality
- Cheap price cum Charming Products
- No standard advertising
- Lower Concentration on Other top countries
- Lower Marketing strategies

##### ➤ O-Opportunities

- Possibility of Becoming World's Top MNC
- Expansion
- Maximum Marketing Share

##### ➤ T-Threats

- Govt. Regulations
- Maximum Taxes
- Lack of Support from Foreign Govts.

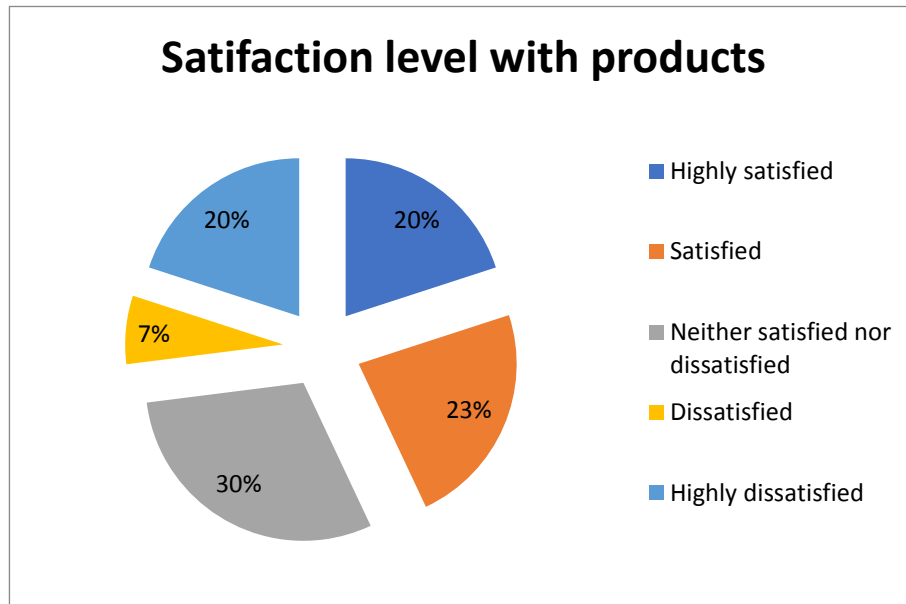
**Objective 2: Level of satisfaction with the Patanjali products.**

**Table 1**

Options	No of respondents	Percentage
Highly satisfied	6	20
Satisfied	7	23
Neither satisfied nor dissatisfied	9	30
Dissatisfied	2	07
Highly dissatisfied	6	20
Total	30	100

Source: Primary data

**Graph 1**



**Interpretation**

Above analysis shows the satisfaction level of consumers with Patanjali products. Almost 57 percent of consumers are dissatisfied and only 43 percent consumers are satisfied. This shows that the customer’s satisfaction levels have to be improved by proper marketing strategies and identification of the customer expectations and changing the satisfaction level of customers.

**FINDINGS**

Most of the consumers (57%) are aware of the Patanjali products. Consumers are getting more information from media. Publicity of the Patanjali products is through brand image and quality.

Consumers suggest that the packaging of the products is yet to be improved. Consumers feel that their packaging methods are not attractive. Since Patanjali offers their products in a higher price than the market price, company is trying to establish an image that their products are of high quality. Almost 57 percent of consumers are dissatisfied with Patanjali and only 43 percent consumers are satisfied. This shows that the customers’ satisfaction levels have to be improved by proper marketing strategies and identification of the customer expectations and changing the satisfaction level of

customers. Company should try to improve the impression of products by the customers. Almost 57 percent of consumers are dissatisfied and only 43 percent consumers are satisfied. This shows that the customer’s satisfaction levels have to be improved by proper marketing strategies and identification of the customer expectations and changing the satisfaction level of customers.

Most of the consumers have no opinion about the problems while using Patanjali products. It implies that the consumers haven't experienced any major problems.

**CONCLUSION**

Consumer 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. It is a three stage process that translates raw stimuli into meaningful information. Business project work is a platform that provides the students to learn theoretically and practically regarding the various aspects of business. It helps the researcher to practice what they learn from the curriculum. It is a chance for students to investigate the problem by applying management concepts.

Consumer Perception has an important role in marketing of a new brand. Today Consumer

Perception means Customer Delightment. Patanjali Ayurved Limited is an Indian FMCG developing company. In order to maximize their market share in different parts of India and to enhance their growth rate the pricing strategy of Patanjali is yet to be improved. The prices must be reasonable and affordable to common people. Appealing package should be provided to the products to establish a good image in the minds of the customer. Patanjali products must develop a sense of patriotism in consumer's mind. Consumers mostly prefer feature of Patanjali products as their quality.

## REFERENCE

1. Kotler Philip. (2002). *Marketing Management Millennium edition (e book)-Edition for University of Phoenix*. Pearson Custom Publishing.
2. Nair.P Sreedhar Dr. (2011). *Marketing Management. Changanacherry: Prakash Publications*.
3. Abraham Maijo. (2016) . *Super Salesman. The Week* , 20-26.
4. Rani Sandhya Dr. Ms., Shukla Chhaya Dr. (2008, June). *Trend of Patanjali Products: An Ayurvedic Magic Wand for Healthy Living*.
5. Dutta Shomnath professor,dept.of Business Administration, Siliguri Institute of Technology. (2012). *Study of present market standing of yogi guru Ramdev's flagship brand Patanjali in Ayurveda & FMCG sectors. West Bengal*.
6. Khanna Rupali. (2015). *Customer Perception towards Brand: A Study on 'Patanjali*. *Global Journal of Management and Business Research: E-Marketing* , 1-30.
7. Mishra Varun. (2016, May 26). *A Report on Patanjali Ayurveda*. Retrieved April 2016, from Stellarix Consultancy Services: <http://www.stellarix.com>
8. Katal Ivani. (2016, May 30). *Patanjali Project Report*. Retrieved from Scribd: <http://www.scribd.com/patanjali-project-report>