PERCEPTIONS OF CONSUMERS TOWARDS PATANJALI PRODUCTS AT HYDERABAD METRO CITY- AN EMPIRICAL STUDY

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ABSTRACT--This paper examines the perceptions of consumers towards Patanjali products at Hyderabad metro city. The objective of the study is to explore the perceptions formed among the consumers. The study methodology is based on the survey conducted among a cross sectional consumer segments. The primary data is collected from the respondents. The entire data was utilized for a well-structured survey/questionnaire. Researcher was applied well know statistical methods in this study such as Descriptive and inferential statistics are used to investigate the basic/primary data and underlying assumptions. Analysis provides insights into consumer behavior and on the perceptions formed towards Patanjali products such as natural, ayurbenefits quality and low price. This study concludes that there is enough evidence of satisfaction among consumers.

Keywords--Consumer Behavior, Consumer perception, Patanjali product, Herbal Cosmetics

I.   INTRODUCTION

Consumer is a person who consumes (or) purchases the products. Each and every one of us is consumers as we all use or consume one (or) the other articles in our day to day life. Every consumer in the global acquires an article (or) thing as per their needs, (or) family needs, (or) individual preference, family preference. In a simple manner consumer behavior means displayed by consumers always in searching frame of mind for, buying, using assessing and throw away of articles (products) and services that they expect will satisfy their needs. Consumer behavior study will enable marketers to develop powerful insights based on a deep understanding of that consumers seeks and then ensuring that these are easily available and at affordable prices too. Similarly, Consumer behavior will also help in process of product positioning. We know pretty well that our society of diversity. We see diversity among consumers, market, even among consumer behavior theoretical perceptive. Every concern should study the consumer behavior before they are manufacturing the products and moreover it is very vital for them.

I will express my personal experience was khadi soaps are introduced in demart at that time soap cost was Rs.36. At present the cost of soap is Rs.67 it means they are satisfied and they changed the buying behavior. They are always using to buy that soap only. So consumer behavior ought to be depends on the satisfaction, price of the

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product, competitors, (or) quality of the product. The field of consumer behavior holds high interest for us as consumers, as marketers and as students of human behavior. We can study rural and urban consumer behavior. For this entities should conduct consumer behavior research process then we come to know real fact of the study.

CB Research Process

Developing research objective	Collection and evaluation of the data	Designing a primary research study	Collection of primary data	Data analysis and report findings

A well-known yoga guru Baba Ramdev was commenced an association Patanjali Ayurved in 2007. The Principal aim of the organization is to bring mindfulness among Indian individuals towards Swadeshi articles. Additionally the benefits acquire by the organization will be either furrow back or benefits will be utilizes for social government assistance. The firm, to build its deals, additionally gives its products at markdown. Patanjali is additionally said that it will be extremely valuable for buyer's inclinations towards home grown and ayurvedic products which are considered to be solid and further more conclusions to nature.

It has also located itself as a brand of swadeshi, which has an appeal between classes of consumers. Firstly Baba Ramdev started 1divya Yog Mandir in 1995 under the guidance of Swami Shankardevji with the help of Acharya Balkrishna and Acharya Karamveer. The main focus of this mission was to keep Yoga and Ayurved prior in world wide. To make it more popularize small camps and shivers were started to teaching a huge number of people about yoga. Now it has become a multinational enterprise with its many Branches located in many countries like US, UK Nepal etc. By providing many resources like raw material, human resources and technical know-how, these institutions have also provided a lot of success to this enterprise.

II.   NEED FOR AND IMPORTANCE OF THE STUDY:

To create a good health society and the country/nation with science of ayurveda **("Prakrutika Ashirvad")** is the main objective of the sample company. The sample company has an obtained a big market share in a short period of time all over the country like multiple warehouse in 18 states , one hundred (100) mega stores, ten thousand (100) health centers, three thousand five hundred (3500) distributors. More over 47000 retail centers.

At present the Patanjali expansion rate is **(130%)** in addition to the upcoming business strategy of the patanjali company discussion regarding accomplishing the ten thousand (10,000 Crore) businesses and development of the brand name at the worldwide bazaar /international market in the forthcoming days or years and to arrive at peak situation in the industry of FMGC. All the companies products (FMCG) development should be based on the following factors such as: (1) product quality (2) customer satisfaction (3) product price (4) advertisement. When the companies focused the above factors then they will get the brand loyalty and customer satisfaction easily. For this reason the researcher was conducted this study to evaluate the awareness in the direction of the trade name (brand) and as well as to perceive the perceptions of consumers attitude /mindset regarding the brand name of the product in contrast to supplementary brands in Hyderabad.

III.   STATEMENT OF THE PROBLEM

Customers are Gods/ masters to the business man. They are mater to their money and they have a huge impact on the financial market variation because they have the capacity to execute and synchronize their preference of expenditure or purchase decision regarding to their savings. In the globe consumers are affected by their disposition towards the item (product) and in this manner advertisers (marketers) need to execute their plan of action (strategies) and tactics regularly in order to accomplish more consumers.

Fulfillment and precise objective in discovering what consumers know and their buying inclinations and there by offering products as indicated by this needs will enable the business to stakeholders to improve their shopper encounter and go quicker advancement of the market. The procedure the transforms promoting plans into advertising activities. Request to satisfy vital marketing destinations it is called marketing plan yet the majority of the business sectors are still tested by marketing. Hence, this research aims to explore the consumer's perception and buying preferences towards selected Patanjali Ayurvedic & herbal products.

IV. REVIEW OF LITERATURE

Khanna (2015) *in her study reasons out factors influencing the Patanjali brand. Consumer perception towards a brand depends on the satisfaction of after using the product by them. It was found that majority of the users are satisfied from Patanjali* products *which will help them in customer retention.*

Nagaraju (2015) *in their study analyzed the real fact that the respondents / customers bestow/ give huge proclivity/preference to* environmental *friendly FMCG products as they are extremely in good physical fit or healthy and atmosphere precautious. A same type of products like patanjali aata, salt, oil, etc., has rightly marketed by Patanjali Company for the society.*

Chaudhary (2015) in their study they found that the patanjali company has played a greater contribution towards public health and for the growth of the society. The company plays an imperative position in the consumer market for peddle/ sale of the ayurvedik products. This ingenuity or initiatives of the company invent/create good or high standard quality healthy brand products for the attracts the markets.

Sharma (2015) in their study they examine that the majority of the respondents /customers acquire groceries by online because they want to save the time and money. He also found that the greater number of respondents purchases commodities/goods by online only on the basis of discounts, free home delivery, product availability, offers, and cash on delivery facility etc.

Shanthi (2015) in their study they found that 75% of majority answering respondents are satisfied with E – Commerce or online shopping and they perceive cosy when they obtain huge offers or discounts and easily return back provision from the vendors. It also observed that E -Commerce saves transportation costs and time.

Kaveri (2015) in their study examine that knowledge and awareness of the product are performance a significant task to produce brand loyalty and brand image in the minds of customers in the market by factor analysis.

Sinha (2015) conducted a study to know the trends of Patanjali products. They found that from 2008 to 2012 there is a huge increment in number of products which is from 26 to 120.

Rekha (2015) found that 87% of the majority respondent's or consumers are admirably/well aware by means of a variety of herbal cosmetics and nowadays no longer evaluated as luxury items. She also examine consumer

perception is when they use to apply other than the ayurvedik products it will leads to side effects (chemical products) so this also one core reason to switch over to herbal based cosmetics.

Khanna (2015) found that consumer were highly satisfied with Patanjali products due to reasonable prices and due to curing ability.

Research Gap

According to the review of related literature, the previous studies have investigated the impact consumer buying behavior towards Patanjali products in different districts; but especially there is no comprehensive study in the Hyderabad of Telangana on the consumer perceptions towards Patanjali products. To fill this gap, the study has been undertaken to find out the customer's perception towards Patanjali products in Hyderabad of Telangana. Based on the research gap, the following objectives were framed for the study.

V. OBJECTIVES OF THE STUDY

The primary objective of the research is to analyze the Consumer perceptions towards Patanjali products at Hyderabad metro city. However, in order to give direction to the study, the following specific objectives are set forth.

The particular objectives of the research study are:

1) To study the overview of consumer buying behavior (perceptions).
2) To analyze the perceptions of consumers towards 'PATANJALI' products.
3) To examine the buying behavior of the consumers towards 'PATANJALI' products.
4) To assess the consumer satisfaction after using 'PATANJALI' products.

VI. HYPOTHESES OF THE STUDY

Based on the objectives of the study, the following Research Hypotheses of the study are framed.

(i) **H0:** There is no significance difference between the age groups on the consumers Buying Behavior.

(ii) **H0:** There is no significance difference between the male and female consumers on the consumers buying behavior.

(iii) **H0:** There is no consumer satisfaction after using 'PATANJALI' products.

VII. RESEARCH METHODOLOGY

This study is based on primary data collected through questionnaires from 50 users of Patanjali products within Hyderabad City. The questionnaire design is built up to know the type of products people use, the reason for their buying such product and their post buying satisfaction level from that product. Secondary sources have been used to collect information about "Patanjali" brands. Journals, articles, research reports and government documents were reviewed to get the insight of the previous interventions that the stakeholders and policy makers have already in place. A Study on "Patanjali" has ever varying scenario of marketing over the world has greater than before the role of brand at unparalleled level. Every person is a consumer of different brands at the same time.

For analyzing the data and providing the relative of the research outcome suitable statistical techniques were applied.

Sample Deign (or) Research Design

The study implemented a survey research design. A structured questionnaire was developed to elicit specific kinds of data from representative respondents. The questionnaire was structured in a way as to be able to provide respondents' perceptions of the phenomenon under study to a significant level of accuracy. Copies of the questionnaire served as an instrument for data collection, and the generated data were analyzed using descriptive statistics, Chi-Square. A total of 50 respondents were selected as the sample size using Yamane's sampling technique. The Yamane's sampling technique was further adopted to give equal opportunity for selection to every element of the population.

Chi-Square was used to test the hypotheses. Data were presented and analyzed using simple statistical tables and percentages. The value of the Chi-Square was calculated using the formula;

$$\chi^2 = \sum \frac{(o-e)^2}{e}$$

Decision Criteria:

The researcher shall determine whether to accept to or reject the null or alternative hypothesis. The decision rule is that.

Pilot Study

The questionnaire was first tested with 20 respondents to evaluate whether the questionnaire met the objectives. Few questions were partly changed and reformed, and data collection was continued after conforming to the achievement of the prime aims of the study.

Sample Selection

As per census survey of 2011 the entire residents (population) of the study in Hyderabad District are **8, 49,051** (census survey 2011). Out of them, the researcher drew a sample size of 50 by using **Yamane's formula (Yamane, 1967)** with 15% precision value. Most studies cannot be carried out on the entire population of their interests; most especially when the study population is large. In that case, a population of **8, 49,051** is a large population size; hence, there is the need to work with samples. To determine scientifically a sample size that would be adequate for this kind of study, the Yamane's formula was adopted. Yamane (1967) developed an easy formula to determine the sample sizes.

Formula:

$n = N/1 + N (e)^2$

Where,

n = Sample size,

N = Estimated population size in Hyderabad

e = Precision value, set as 15% (0.15)

N= 8, 49,051

Therefore,

n= 8, 49,051/ 1+8, 49,051(0.15)^2

n= 8, 49,051/ 8, 49,052 (0.15)^2

n= 8, 49,051/ 8, 49,052 (0.15)^2

n= 8, 49,051/ 8, 49,052 (0.0225)

n= 8, 49,051/ 19103.67

n= 50 (approximant)

Yamane (1967) developed an easy formula to determine the sample sizes.

VIII.   STATISTICAL TOOLS

A)   DISCRIPTIVE STATISTICS

(i) Average:

The most commonly used average is the arithmetic mean, briefly referred to as the mean. The mean can be found by adding all the variables and dividing it by total number of years taken. It gives a brief picture of a large group, which it represents and gives a basic of comparison with other groups.

(i) Standard Deviation

The concept of Standard Deviation was first introduced by Karl Pearson in 1983.

Standard Deviation is powerful method/tool of the measures of dispersion. This is also well known as (sigma) called as Root Mean Square Deviation.

Standard Deviation is denoted by small Greek letter σ (read as Sigma). *"Standard Deviation is the square root of the arithmetic average of the squares of the deviations measured from mean".* It is a measure of dispersion. It tells us how spread out the data is from the mean (Average).

(ii) Co-efficient of Variance (C.V.)

The standard deviation is an absolute measure of dispersion. The relative measure is known as the co efficient of variation. *It is developed by* **Karl Pearson**. *Co efficient of variation is denoted by C.V .and is obtained as follows.* C.V= Standard Deviation/ Arithmetic Mean* 100

It is used in such problems where we want to compare the variability of two are more than two variables in the series of the data. A group which has more variability as compare to the other or has more co-efficient of variation, consistency would be less and vice versa.

Higher C.V. Lower Consistency, reliability, UniformityLower C.V. Higher Consistency, reliability, Uniformity

Chi-Square (X2) test

In statistic testing of significance the Chi –Square Test is a very important test among the   other statistical tests. Chi square test is one of the simplest and largely widely used non-parametric statistical tools. This test is a statistical assess used in the context of analysis sampling to (i) test the goodness of fit; (ii) test the significance of association between two attributes; and (iii) test the homogeneity or the significance of population variance.

Chi-Square = (O- E) ^{2}/E

Reject: X2 > Table value & Accept: X2 ≤ Table value Where, O = observed values and E = expected values. Chi-Square has an approximate Chi-Square distribution and critical values of Chi-Square are obtained from the table of Chi-Square distribution. (Sathyanarayana Gardasu 2019)

IX. SCOPE AND PERIOD OF THE STUDY

The study covers a period of 2 months i.e., from   January to February 2020. The scope of the study is Hyderabad district only.

X. PRIMARY DATA ANALYSIS AND INTERPRETATION

The present study is completely based on primary data; this information was obtained through questionnaire from the representative consumer of Patanjali product in Hyderabad of telangana. In this questionnaire various perceptions like issues, product brand, challenges, and suggestions pertaining to Patanjali product of the above said consumer by the researcher.

Researcher analysed the primary data through various statistical tools i.e., percentages, descriptive statistics, and using Chi-square test.

Table 1: Demographic Profile.

	VARIABLES	CHARACTER	No of Respondents	%
1	GENDER	Male	10	20
		Female	40	80
		Total	50	100
2	AGE GROUP	Below 20yrs	4	8
		20-30 years	34	68
		30-40 years	8	16
		Above 40yrs	4	8
		TOTAL	50	100
3.	EDUCATION QUALIFICATI ON	Illiterate	2	4
		School level	8	16
		Graduate	35	70
		Professional	3	6
		Others	2	4
		TOTAL	50	100
4	OCCUPATION	Student	31	62
		Business	5	10
		Employee	7	14

	VARIABLES	CHARACTER	No of Respondents	%
		House wife	4	8
		Others	3	6
		TOTAL	50	100
5	INCOME	100001-200000	18	36
		200001-300000	16	32
		300001-400000	9	18
		Above 400000	7	14
		TOTAL	50	100
6	MARTIAL STATUS	Married	16	32
		Unmarried	34	68
		Total	50	100

Source: Primary Data

INTERPRETATION

The above table clearly describes, out of 50 respondents, 20 % of the respondents are male and 80% of the respondents are female. 8% were in the age group of below 20 years, 68% were 20-30 years in the age group, 16% were 30-40 years in the age group, and 8% of the respondents were above 40 years in the age group. 4% of the respondents were illiterate, 16% of the respondents were school level, 70% of the respondents were graduate, 6% of the respondents were professional and 4% of the respondents were others. The above table reveals that, out of 50 respondents 62% of the respondents are students, 10% of the respondents are business and 14% of the respondents are employees, 8% of the respondents are house wife, and 6% of the respondents are others. This table portrays that, 36% of the respondents have family monthly income Rs.10, 001- 20,000, 32% of the respondents have family monthly income Rs.20, 001-30,000, 18% of the respondents have family monthly income Rs.30, 001-40,000 and 14% of the respondents have family monthly income above Rs.40,000 and 32% of the respondents were married and 68% of the respondents were unmarried.

Table 2: Awareness of Patanjali Products

S.NO	Awareness	No of Respondents	%
1.	Advertisement	31	62
2.	Friends	5	10
3.	Relatives	10	20
4.	Neighbors	4	8
	Total	50	100

Source: Primary Data

INTERPRETATION:

Table No.2 shows that, 62% as concerns the respondents are aware about Patanjali cosmetic products through advertisement, 10% of the respondents are aware through their friends, 20% of the respondents are aware through their relatives and 8% of the respondents are aware through their neighbors.

Table 3: Reasons for preferring Patanjali products

S.NO	REASON	NO. of RESPONDENTS	(%)
1.	Low price	3	10
2.	Brand Name	7	14
3.	Natural product	26	52
4.	Quality	12	24
	Total	**50**	**100**

Source: Primary Data

INTERPRETATION:

This table portrays that, out of 50 respondents, 10% of the respondents are prefer to Patanjali cosmetic product for the purpose of low price, 14% of the respondents for brand name, 52% of the respondents for natural product and 24% of the respondents shift to Patanjali cosmetic product for the purpose quality.

Table 4: Types of Cosmetic Patanjali Products

S.NO	TYPES	NO. OF RESPONDENTS	(%)
1.	Face care	25	50
2.	Body care	8	16
3.	Hair care	17	34
	TOTAL	50	100

Source: Primary data

INTERPTRETATION:

The table shows that mostly 50% of the respondents are used face care, 16% of the respondents are used body care, and 34% of the respondents are used hair care.

Table 5: PLACE OF PURCHASE

S.NO	Place	NO. OF RESPONDENTS	PERCENTAGE (%)
1.	Patanjali shop	38	76
2.	Online shopping	7	14
3.	Super market	5	10
	TOTAL	50	100

Source: Primary data

INTERPRETATION:

This table portrays that, out of 50 respondents 76% of the respondents are purchase from Patanjali shop, 14% of the respondents are purchase from online shopping, 10% of the respondents are purchase from super market.

Table 6: Problems of Patanjali cosmetic products

S.NO	VARIABLE	NO.OF RESPONDENTS	(%)
1	Yes	17	34
2	No	33	64
	TOTAL	**50**	**100**

Source: Primary data

INTERPRETATION:

The above table depicts that problem of using Patanjali cosmetic products. Out of 50 respondents 34 % of the respondents face problems by using Patanjali cosmetic products and 66 % of the respondents do not face problems by using Patanjali cosmetic products

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Table 7: Perceptions of respondents on Patanjali products (N=50)

(Questions from 7 to 10)

Averages, Standard Deviations and Coefficient of variations for Likert scale questions:

Q.NO.	Factors	SA (5)	A (4)	DA (3)	SDA (2)	UD (1)	Total	Mean	SD	CV
7	Low price	36	12	2	0	0	50	0.9	0.52	0.135
8	Attractive package	14	5	13	18	0	50	0.92	0.55	0.14
9	Quality	29	10	6	5	0	50	0.89	0.65	0.43

Q.NO.	Factors	SA (5)	A (4)	DA (3)	SDA (2)	UD (1)	Total	Mean	SD	CV
10	Nature	41	6	0	3	0	50	0.99	1.12	0.36

Source: Primary data

XI. CONCLUSION

Four questions were distributed to assess the factors affecting consumer behaviour of the Patanjali product by the researcher. The mean response of the four questions was less than or equal to 1.00 and the standard deviation was also less than 1.00, which indicates that the respondents' perceptions were close to one another and there is not much deviation among the respondents response. Finally, it is revealed that the above factors are affecting consumer behaviour of the Patanjali products.

TESTING OF HYPOTHESIS (CHI - SQUARE TEST)

H0: There is no significance difference between the age groups on the consumers buying behavior.

Table 8: Observed Frequencies

AGE	Below 20yrs	20-30	30-40	40-50	TOTAL
Below 20yrs	4	0	0	0	4
20-30	0	34	0	0	34
30-40	0	0	8	0	8
40-50	0	0	0	4	4
TOTAL	4	34	8	4	0

Source: Primary data

Table 9: Expected Frequencies

AGE	Below 20yrs	20-30	30-40	40-50	TOTAL
Below 20yrs	3	1	0	0	4
20-30	2	31	0	0	34
30-40	0	1	7	0	8
40-50	0	0	1	3	4
TOTAL	4	34	8	4	0

Source: Primary data

Table 10: Showing calculation of $\chi2$ – value

O	E	(O-E)	(O-E)^2	(O-E)^2/E
4	3	1	1	0.3333
0	1	-1	1	1.000
0	0	0	0	0
0	0	0	0	0
0	2	-2	4	2
34	31	3	9	0.2903
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	1	-1	1	1.000
8	7	1	1	0.142
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	1	-1	1	1.000
4	3	1	1	0.3333
			$\chi2$	**6.1016**

The calculated value of Chi-Square =6.1016 dof (Degree of Freedom) = (r-1) (c-1) = (5-1)(5-1) = 4*4 = 16

Table value of $\chi2$ for dof = 16 @ 5% level of significance = 34.27

Result

Calculated value of $\chi2$ (6.1016) is less than the table value of $\chi2$ (34.27), Hence, H_0 is accepted and concluded that there is no significant relationship between the age category or groups on the Buying Behavior of the consumers. Further, it is concluded that these age groups of the respondents i.e., for example; at five percent (5%) (Level of significance) accepting the Ho (Null Hypothesis). Patanjali is a Consumer packaged goods [CPG] (or) Fast Moving Consumer Goods (FMCG) Company in India. Moreover, these ayurvedik products are the everyday consumables. At present scenario all types of consumers only glance/look for the standard quality and cost or price of the products than planed and diversity.

Below 20,	21-30	31-40	40-50

H02: There is n0 significance difference between the male and female consumers on the consumers buying behavior.

H0 (Null Hypothesis): There is no significance difference between the male and female consumers on the consumers buying behavior.

Table 11: Showing calculation of χ2 – value

Calculated CHI SQUARE value	2.9906
dof (Degree of freedom)	(r-1) (c-1)= (5-1)(5-1) = 4*4 = 16
Level of significance	5%
Table Value	34.27

Result: Calculated value of χ2 (2.9906) is less than the table value of χ2 (34.27). Hence, H_0 is accepted and concluded that there is no significant relationship between the male and female consumers on the consumers buying behavior.

H03: There is no consumer satisfaction after using 'PATANJALI' products.

Table 12: Observed Frequencies

Variable	Yes	No	Total
Male	2	6	8
Female	30	12	42
Total	32	18	50

Table 13: Expected Frequencies

Variable	Yes	No	Total
Male	5	3	8
Female	27	15	42
Total	32	18	50

Table 14: Showing Evaluation of χ2 – value

O	E	(O-E)	(O-E)^2	(O-E)^2/E
2	5	-3	9	1.8000
30	27	3	9	0.3333
6	3	3	9	3.0000
12	15	-3	9	0.6000
χ2				**5.7333**

Calculated value of Chi- Square =5.7333

DOF (Degree of freedom) =(r-1) (c-1)=(2-1)(2-1) = 1*1 = 1Table Value of Chi Square for dof=1@5% Level of significance=3.121

Result: Calculated value of χ2 (5.7333) is more than the table value of χ2 (3.121), Hence, H_0 is rejected and concluded that there is a consumer satisfaction after using PATANJALI' products.

XII.   CONCLUSIONS & SUGGESTIONS

Based on the descriptive statistics and Chi –Square test analysis it is concluded that the above *factors are* affecting consumer behaviour of the Patanjali products (Table No.7) & consumers are very much satisfaction after using PATANJALI' products. In this study the following suggestion are: (1) To provide Patanjali cosmetic products for available all the nearest retail shops and stores. (2) The price of the Patanjali cosmetics product can be reduced which would attract more customers. (3) The sample products of the company ought to come up with new novel commodities to catch or attract the youths of the India. (4) As per my knowledge and respondents perceptions Patanjali advertisement is not that much gorgeous or attractive it must sustain some new creativity need in advertisement. (5) Maintain stock regularly in store rooms if not consumer movie to buy other products. For that reason; delivery of the commodities ought to be quality so that goods are available any moment in store rooms (6) Offers & discounts should be announced frequently and the package of the product should be more attractive to increase the sales.

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