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Trend of Patanjali Products: An Ayurvedic Magic Wand for Healthy Living

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ABSTRACT

Patanjali Ayurvedic Kendra is a type of medical store where all the medicines of Baba Ramdev are available any time and people can get easily these medicines in efficient price. It was started in February, 2008 in Pantnagar market. Patanjali Ayurvedic products are pure and effective, scientifically developed Herbomineral medicines prepared by Swami Ramdevji and Acharya Balkrishnaji. These products were broadly categorized into three main categories – Medicinal Value Products (Ayurved and Herbs); Food Products (Foods and Juices) and Cosmetic Products. The Kendra was started with 26 patanjali products but day by day the demand of consumers for Patanjali products has increased. To meet the consumer requirements number of products in every month has been added at retail store. Presently 120 products are available at the Kendra. An increase of 94 products of all three categories within just four years may be attributed to their high medicinal value, herbal nature based on Ayurveda and economic feature.

Keywords : Ayurveda, Patanjali Products, Medicinal Value, Patanjali Ayurvedic Kendra.

INTRODUCTION
Consumers are more conscious for their health and maintaining the quality of life. They prefer to consume the products which help them to protect the good state of their health as well as provide maximum satisfaction. This particular tendency has been responsible for extraordinary popularization of Patanjali products and generated curiosity to find out the attributes responsible for such revolutionary trends of Patanjali ayurvedic products.

Patanjali Ayurvedic products are pure and effective, scientifically developed Herbomineral medicines prepared by Swami Ramdevji and Acharya Balkrishnaji. Patanjali Ayurved Limited was founded in 2006 with a determined objective and vision to bring Ayurveda to world in scientifically approved form by amalgamation of science with ancient Ayurvedic wisdom.

Patanjali Ayurveda Kendra Private Limited was inaugurated on 27 September 2007 and started its operation as Patanjali Ayurveda Kendra Private Limited at Swoyambhu, Kathmandu, Nepal with the ultimate aim of providing holistic, natural and effective Ayurveda treatment. Patanjali Arogya Kendra, situated at Pantnagar, is a type of medical store where all the medicines of Baba Ramdev are available any time but availability of doctor (Vaidhya) is not compulsory at there. The people can get easily mostly all products of Baba Ramdev at Patanjali Arogya Kendra Pantnagar in efficient price.

Patanjali products can broadly be categorized into three main categories – *Medicinal Value Products (Ayurved and Herbs); Food Products (Foods and Juices) and Cosmetic Products. Patanjali products have gained significant place in market and captured quite a huge lot of consumers within a short period of time. The products become popular at a very early stage of their launching. An attempt has been made to analyse the trend of Patanjali products since its inception* (February 2008) in Pantnagar *with the following objectives:*

1. To study the trend of patanjali products from 2008 to 2011 in Pantnagar market, Udham Singh Nagar, Uttarakhand.
2. To identify the perceived limitation with Patanjali.
3. Suggestions to improve consumer acceptability.

METHODOLOGY
This study was planned with exploratory research design in order to achieve the objectives of study. This study was conducted on 90 randomly selected residents of the Pantnagar who consume the patanjali products since its starting in Pantnagar market. The data was gathered through pre coded structured questionnaire. Analyze data was presented in terms of frequencies and percentages.

RESULTS AND DISCUSSION
The purpose of the present study was to find out the trend of patanjali products in Pantnagar marker. The findings of the study were presented in following sections:
1. The trend of Patanjali products from 2008 to 2011
2. Perceived limitations with Patanjali
3. Suggestions to improve consumer acceptability

The Trend of Patanjali Products from 2008 to 2011
The trend of Patanjali products and the list of total number of products in each product category from 2008 to 2011 were analysed. The data envisaged that the Patanjali Ayurvedic Kendra in Pantnagar was started with 26 Patanjali products. Day by day the demand of consumers for Patanjali products has increased. To meet the consumer requirements number of products in every year has been added at Patanjali Ayurvedic Kendra.

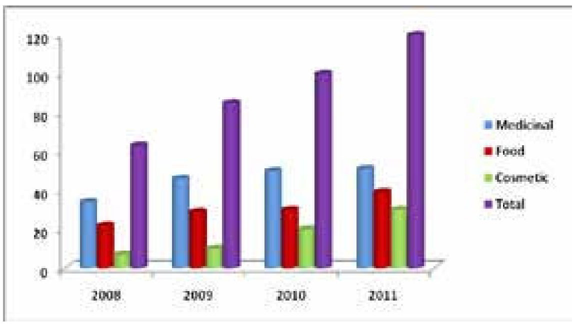

Fig.-4.1: Trend of Patanjali products from 2008 to 2011

Among these 26 products, there were 13 products in medicinal, 9 products in food and 4 products in cosmetic category. It has been observed that medicinal products were more in numbers as compared to food and cosmetic products.

In 2008 total 63 products were available at Patanjali Ayurvedic Kendra out of which 34 were medicinal, 22 were food and 7 were cosmetic products. An addition of 22 products has been observed during 2009, among which 13 medicinal, 7 food and 3 cosmetic products.

In the year 2010, 14 new products were added at the Patanjali outlet comprising 3 medicinal, 1 food and 10 cosmetic products. Thus the total products available at the end of 2010 were 100. Twenty new products (1 medicinal, 9 food and 10 cosmetic) were added at Patanjali Ayurvedic Kendra in 2011. Currently 120 products are available among which 44 are medicinal, 34 are food and 55 are cosmetic. An increase of 94 products of all three categories within just four years has been observed. This may be attributed to their high medicinal value, herbal nature based on Ayurveda and economic feature.

A revolutionary trend of Patanjali products has been observed since its inception (February 2008) till the end of December 2011 in Pantnagar market. Patanjali products have gained extraordinary popularity and consumer acceptability at a very early stage of their launching due to their medicinal value. A highest and maximum increase of Patanjali products has been observed in medicinal product category as these are basically made from pure and herbal products and consumers feel safe while their use.

Table-1: List of most sold products in each product category

S. No.	Medicinal	Food	Cosmetic
1.	Eye Drop	Amla Juice	Dant Kanti
2.	Ashpkalp Vati	Aloevera Juice	Godhan Kanti
3.	Amla Churna	Arogya Aata	Mongra Soap
4.	Pirantak Tail	Arogya Dalia	Somya Soap
5.	Swasari Ras	Divya Pey	Kesh Kanti

Maximum sold products in medicinal category included Eye Drop, Ashpkalp Vati, Amla Churna, Pirantak Tail and Swasari Ras. In food category Amla Juice, Aloevera Juice, Arogya Aata, Arogya Dalia and Divya Pey are the most sold products. Dant Kanti, Godhan Kanti, Mongra Soap, Somya Soap and Kesh Kanti are the frequently sold cosmetic products.

Perceived Limitations with Patanjali

Limitations associated with products act as barriers in consumer decision making process and affect consumer behavior. Descriptive data revealed that consumers do perceive few limitations with the purchase of Patanjali products.

Table-2: Perceived limitations with Patanjali products

S. No.	Limitations	N=90	
		Frequency	Percentage
1.	Shortage of products	80	88.88
2.	Only one retail outlet in market	57	63.33
3.	No home delivery	39	43.33
4.	No any other alternative	33	36.66

The table shows that problem of shortage of products on retail outlet was the major limitation with Patanjali products as reported by that majority of respondents (88.88%). There is only one retail outlet in Pantnagar market which was another limitation and reported by 63.33 per cent respondents. No home delivery (43.33%) and no any other alternative (36.66%) were the other limitations perceived and reported by the consumers of Patanjali products.

Suggestions to Improve Consumer Acceptability

Suggestions given by consumers of Patanjali products to improve consumer acceptability, presented in Table-3, envisaged that more than half of respondents (51.11%) suggested that Patanjali should provide the detail information about every product. Almost half respondents (48.88%) suggested to improve delivery system. About 44 per cent consumers suggested to maintain the regular delivery of products.

Table-3: Suggestions to improve consumer acceptability

S. No.	Suggestions	N=90	
		F	%
1.	Detail information	46	51.11
2.	Delivery system	44	48.88
3.	Regular delivery of products	39	43.33
4.	More advertisement	37	41.11
5.	Clarity in advertisement	34	37.77
6.	Packing in less amount of some products like juice	27	30.00
7.	More availability of products	26	28.88
8.	Promotional camp supported with medical advice to consumers	25	27.77
9.	Decrease cost of some cosmetic products like cream	19	21.11
10.	Increase production	17	18.88
11.	Open market	16	17.77
12.	Improve flavour of the products	08	08.88
13.	Increase self life and decrease the amount of eye drop	07	07.77
14.	Deep original flavour	05	05.55
15.	Production of more food product especially refined oil	03	03.33
16.	Also produce some other medicinal products 17such as Tulsi ark	01	01.11

Note: F – frequency, % - percentage

More advertisement (41.11%) and clarity in advertisement (37.77%) regarding the product attributes were other suggestions given by the consumers. It was suggested by 30 per cent consumers that Patanjali should pack the products especially juice in small amount. About 28 per cent respondents suggested for promotional camp supported with medicinal advice to consumers in order to improve consumer acceptability.

More availability of products on the retail outlet was suggested by 28.88 per cent consumers whereas 21.11 per cent consumers suggested reducing the cost of some cosmetic products like cream, cleanser etc. There were 18-19 per cent respondents who suggested for increasing production of products and for open market. Suggestion to increase the shelf life and decrease the amount of eye drop was given by 7.77 per cent consumers. The production of some other products such as Tulsi ark in medicinal products and Refined oil in food product had also been suggested by few consumers.

CONCLUSION

On the bases of the findings of the study it can be concluded that *Patanjali products have gained significant place in the market and captured quite a huge lot of consumers within a short period of time.* Patanjali Ayurvedic Kendra Private Limited has started in Pantnagar with 26 products of medicinal, food and cosmetic category. Presently 120 products are available at its retail outlet. An increase of 94 products of all three categories within just four years may be attributed to their high medicinal value, herbal nature based on Ayurveda and economic feature. Shortage of products on Patanjali Ayurvedic Kendra was the major limitation reported by the consumers. Consumers suggested that Patanjali should provide detail information about their products. The delivery system should be improved coupled with regular delivery of products. The need for more and clear advertisement along with promotional camp supported with medical advice to consumers was felt in order to improve consumer acceptability.

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