



**ORIGINAL RESEARCH PAPER**

**Social Science**

**BUYER'S PERCEPTION FOR BRAND "PATANJALI": AN ANALYTICAL STUDY OF ANAND DISTRICT**

**KEY WORDS:** Patanjali Ayurvedic, MNCs & FMCGs, Made in "Bharat", KMO Bartlett's test, Anand District

**Aakashkumar Sharma**

Assistant Professor, Anand Institute of Management & Information Science, Anand-388 001.

**ABSTRACT**

In the modern era, customers are seen as value maximizers as they hold their views for products consumed by them. The level of satisfaction is only way to acknowledge result that product has performed to. This can be derived studying the perception of consumers. Perception is view point or opinion for goods offered in market at large. For instance, fulfillment is a one's sentiment or distress, resulting from contrast of a product that is alleged and actual performance in relation to his or her expectations. This paper tries to assess the consumer perception of "Patanjali Ayurvedic". This has been seen as rapidly emerging Indian brand in India and globally. This study also intends to inspect growth of Patanjali Ayurvedic, buying behavior, factors evaluated before their purchasing etc. of the customer in relation to Patanjali products and ultimately to analyze the overall view point of Patanjali Customers. From this study, it is found that Patanjali Ayurvedic is very sound for their customer awareness Programme i.e. advertisements, which turned to high credibility and reliability of Patanjali products and their good excellence becomes key buying motives in the midst of customers.

**INTRODUCTION**

The mixture of Ayurvedic knowledge with modern technology, research and development cell of Patanjali has made effort to understand the nationalist view of consumer which resulted into trustworthiness, brand loyalty and wide consumer support in the market. In consequence of local brand with high qualitative R&D and focusing spiritual sentiment of people of India, large portion of the users found satisfied consuming Patanjali products. This is possible because of reasonable price of the product. It may be due to capability of the product to alleviate their health trouble.

Previous study says (Narvekar) "It is seen that Patanjali is able to capture more than 70% of the market in general. With the growth rate of 130%, Patanjali has expanded like never before capturing local, national and international markets, and has officially surpassed even the strongest FMCG giants. This is primarily due to ethical behavior of its founder."

Moreover, Patanjali is enjoying their key position in the market with the help of 'spiritual and nationalist' element involved in their products as well as into their branding. (Economic Times - Markets, 2020) "In the FY 2020, the brand Patanjali has gained their revenue by 22% i.e. Rs. 425 Crores compared to FY 2019 Rs. 350 Crores." Furthermore, it has overlapped total revenues of Rs. 10,000 Crores. "Acharya Balkrishna come into 'Forbes Rich List' with \$2.2 billion, ranks 1444th global billionaires 2021 and 66th India's richest 2020" (Forbes, 2021).

**Objectives Of The Study**

1. To understand "Patanjali Ayurvedic Limited".
2. To know the socio-economic profile of the sample respondents.
3. To understand consumer's perception and preference towards Patanjali products among the household in "Anand district".
4. To know what attributes a consumer keeps in mind while buying Patanjali products.
5. To know the consumer's awareness regarding the products offered by Patanjali.

**RESEARCH METHODOLOGY**

Aaker (1997) States that "product attributes and the fruits they give to consumers become the ground of brand loyalty. Hence, an opinion analysis was conducted to stimulate the perspectives of consumers, including a considerable segment of Patanjali's consumers." Researcher tried to examine the relationship between consumer views about Patanjali products, which is dependent on independent variables like brand image, product quality, product

knowledge, product involvement and attributes.

**Sample Design**

For the study, convenient sampling method was used, as it is adequate for an exploratory study which is fastest mode for collecting data. This study has been conducted based on primary and secondary data, where primary data is collected through well-structured questionnaire from the customers using Patanjali products. The required data was collected from 253 respondents from the district of Anand, Gujarat. The secondary data have been collected from journals, magazines, books and official website of Patanjali Ayurvedic Ltd. The KMO and Bartlett's Sphericity test with exploratory factor analysis has been equipped to assess relativity among variables and most frequently favored variables using SPSS trial version.

**Questionnaire Design**

The questionnaire has been prepared in two sections. Part 1 consisted the questions related to demographic information of the respondents. Part 2 comprised questions based on scale measuring customer view for Patanjali Ayurvedic Ltd. The questions followed on scale ranging from strongly agree to strongly disagree, a '5 point Likert scale'. This questionnaire also tried to identify the position of other FMCG giants i.e. Hindustan Unilever, P&G, Dabur, Godrej and Amway which compete Patanjali highly. Moreover, this questionnaire is designed using 'Jobber's perceptual mapping tool' that involved following steps;

- Identifying Competing Brands;
- Identifying vital attributes customers use while making buying decisions;
- Conducting research among target customers.

**Brand Story Of Patanjali Ayurvedic Ltd.**

Yoga - Ayurveda, Spirituality and Vedas are the core identities of India in the world. It has been seen overtime that Indians had lost their basic identity. Making yoga popular, Baba Ramdev has played phenomenal role. The modern way of marketing in healthcare products using Yoga practices made success in changing the mindset of people of India and abroad.

"Yoga is branded as inner peace and products for external advantages. This angle was responsible for tremendous growth of tiny brand Patanjali to compete with FMCG giants like Procter & Gamble (P&G) and 'Hindustan Unilever' (HUL) and in healthcare market captured share from Ranbaxy and Cipla brands. The concept of "Made in Bharat" and "Swadeshi product" has changed the buying behavior of Indian

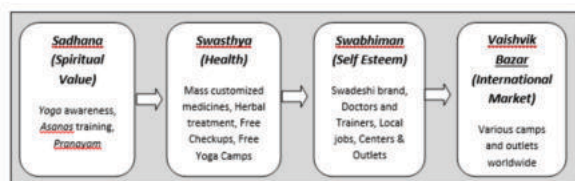
consumers(Maheshwari & Sharna,2017).”

“Patanjali Ayurvedic Ltd is India based FMCG Company. The company was founded by Yogrishi Baba Ramdev and Acharya Balkrishna in the year of 2006. Companies headquarter and manufacturing facilities are located in the industrial area of holy city of Haridwar, Uttarakhand state of India with 2 lacs employees (2011-12) and the registered office is located in Delhi. The company produces mineral and herbal based products serving whole of the India and globe including end rural and urban areas. Patanjali Ayurvedic has manufacturing plant in Nepal with trademark 'Nepal Gram Udhog'. Moreover, company imports majority of Ayurvedic raws and herbs from the Himalayan heights of Nepal (PTI,2016).”

The Patanjali was made with the intention of establishing science of 'Ayurveda' in accord to and harmonization with the most recent technology and ancient knowledge (Acharya, Namrata;, 2013). According to top local company 'IIFL', Patanjali's chief advertiser is 'Shri Acharya Balkrishna', who hold 93 per cent of the company share and the remaining venture is owned by Sarwan and Sunita Poddar, an NRI couple. The yoga teacher and television celebrity 'Baba Ramdev' does not own any share in the company, but he has played an enormous role in the brand's gaining visibility, by advertising it in the several yoga camps which he holds across the nation.

Visvanathan (2016) said in his study that, “Patanjali brand has almost 350 products in various categories like natural health care, natural personal care, natural food products, Ayurvedic medicines and herbal home care which includes soap, toothpaste to natural deinks and many more. All these products are widely available in the authorized stores of brand Patanjali. Patanjali Ayurvedic Ltd has achieved a marvelous existence around the globe and all the way through India in a least time since its inception in the year of 2006. The company has more than 47,000 retail stores, 3,500 authorized distributors, many warehouses in 18 states of India and projected factories in 6 states.

Figure 1 Positioning strategies of Patanjali Brand



Source: From own research work

Figure 1 shows major positioning strategies of Patanjali brand. Which involves (1) Sadhana (spiritual value), (2) Swasthya (Health), (3) Swabhiman (self-esteem) and (4) Vaishvik bazar (International market). All individual strategy involves sub points which has been mentioned in above figure. Using all such aspects the strategies are made and brand Patanjali tries to compete with their rivals. The Patanjali Ayurvedic serves in south Asia and Middle East, but now the whole North American continent is in the serving range of the company. CLSA and HSBC said, “Patanjali is the fastest growing FMCG of India.”Yogrishi Baba Ramdev make clear in his interview with CNN News-18 that, “All the profits made by the Patanjali goes to charity or ploughed back into business.”

The Patanjali was made with the intention of establishing science of 'Ayurveda' in accord to and harmonization with the most recent technology and ancient knowledge (Acharya, Namrata;, 2013). According to top local company 'IIFL', Patanjali's chief advertiser is 'Shri Acharya Balkrishna', who hold 93 per cent of the company share and the remaining venture is owned by Sarwan and Sunita Poddar, an NRI couple. The yoga teacher and television celebrity 'Baba Ramdev' does not own any share in the company, but he has played an enormous role in the brand's gaining visibility, by advertising

it in the several yoga camps which he holds across the nation.

Visvanathan, 2016 said in his study that, “Patanjali brand has almost 350 products in various categories like natural health care, natural personal care, natural food products, Ayurvedic medicines and herbal home care which includes soap, toothpaste to natural deinks and many more. All these products are widely available in the authorized stores of brand Patanjali. Patanjali Ayurvedic Ltd has achieved a marvelous existence around the globe and all the way through India in a least time since its inception in the year of 2006. The company has more than 47,000 retail stores, 3,500 authorized distributors, many warehouses in 18 states of India and projected factories in 6 states.”

**Patanjali's Three Core Doctrines Are;**

- Cost effective production.
- World class quality using natural ingredients.
- Ploughing back the profits into the business.

**Research And Development Center Of Patanjali**

Patanjali has its own Research and Development Institute. Before the laboratory was set up the clinical control of Ayurveda could not happen ever at a large range, that's why the familiarities could not get global credit. In result, they associated 'Patanjali Research Institute' where they primarily spent Rs. 100 Crore and a big amount of fund has been spent on quality research work. Company has intensive process of research. Any medicine made is foremost tested in the research laboratory, further trial on rats and rabbits are made and after their successful result on animals, it is used on humans. Such process makes the scientific facts of Ayurveda clear, and generates a new hope for those patients who have given up after long allopathic treatment.

**RESULTS AND DISCUSSION**

The data was collected from the people living in the district of Anand, Gujarat. The demographic details of respondents are summarized ahead;

As discussed earlier, survey feedback was obtained from 253 respondents, out of them 70.69% respondents were male and rest were female. The average household size found 4.57 and average monthly budget for household purchase was Rs. 11,400. 57% respondents were graduates while 22% were post graduates. As occupation, majority of the respondents were employed.

In the initials of the questionnaire, researcher sought information about what brands they use on daily bases, such as tooth paste, brush, shampoo, soap and others. As per the responses gathered, it is found that Patanjali has emerged their popularity in the market. Also the researcher has included a sizeable number of respondents who had made switch to Patanjali. The popularity of Patanjali compared to other brands has been represented graphically in the following figure 2.

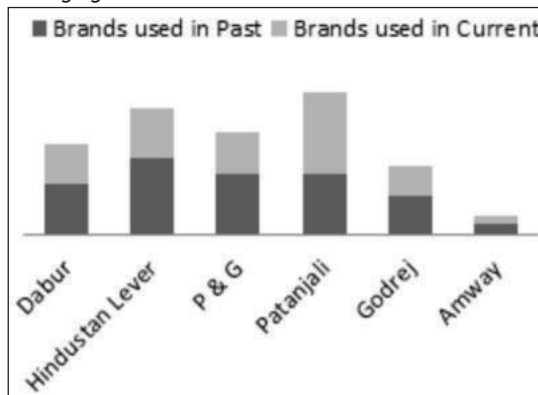
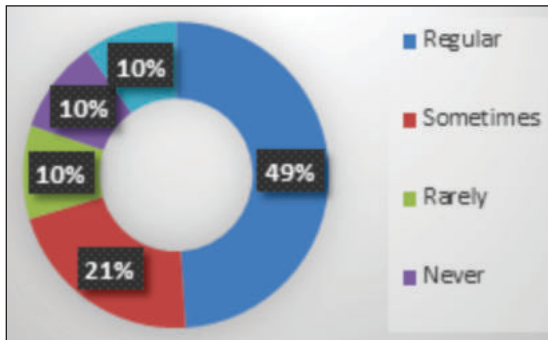


Figure 2 Popularity Of Brand Patanjali



**Figure 3 Frequency Using Patanjali Products**

Furthermore, study tried to know the regularity of using Patanjali products. From the above figure 3 we can understand how often people use Patanjali products.

From the above figure 3, it can be said that, most of the respondents are using Patanjali products on 'regular basis' (49%) followed by 'sometimes' respondents using it, which is 21%. Rest respondents agreed by 10% each on other factors i.e. rarely, never and only on trial basis. So it is clear that, responses gathered by survey shows most of the respondents are using Patanjali products on regular basis.



**Figure 4 Reasons For Positive Brand Image**

In the same phase of study, researcher asked for key reasons for positive brand image of Patanjali. Figure 4 indicates that majority of respondents agreed with qualitative product, competitive price and advertisement strategies, that strengthen the brand image of Patanjali.

To know fundamentals of factors that influenced consumer perception towards Patanjali products, study conducted Exploratory Factor Analysis, the questions were based on Brand image, quality of product, product awareness and purity.

**The specifics of the factor analysis are as follows;**

- 1. Variables:** Total 17 variables were included in the said analysis.
- 2. Extraction Method:** Eigenvalue kept at 1.00. The default method of principal component is used.
- 3. Rotation Method:** For the study orthogonal solution with the default value 'Varimax' has been used.

Test	Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.850
Bartlett's Test of Sphericity	Approx. Chi-Square
	df
	Sig.
	826.93
	136
	0.000

The "Kaiser-Meyer-Olkin (KMO) and Bartlett's test" was conducted in this study to analyze whether the given dataset is relevant for said factor analysis. Table 1 given below make known that the Bartlett's test off Sphericity is significant with a chi-square value of 826.93 and significance level is 0. This result discloses that from the view of Bartlett's test, performing factor analysis is viable. Moreover, there was a need of computing Kaiser-Meyer-Olkin (KMO) for sampling adequacy. This test is highly discriminating test to fix suitability of factor analysis and scope for further study. The result mentioned in Table 1 reveals that KMO stands at 0.850, is sufficient to accept case for further factor analysis and highlights that the sample size is enough to conduct factor analysis.

**Table 2 Factors Identified Through Rotated Component Matrix Using Exploratory Factor Analysis**

Factors with Identified Variables	Factor Loadings	Categories to respective factors
<b>Factor 1</b>		
Patanjali products are safe because they are made from natural ingredients.	0.886	Ayurvedic products, Quality and Purity of product and easily available
Patanjali products compete with global brands in term of affordability, quality and purity.	0.867	
Patanjali gained reputation because of superior quality products and benefits.	0.851	
Patanjali offer wide range of products with better worth.	0.806	
Patanjali products appeal to youngsters.	0.799	
Patanjali emerged as powerful brand and as a strong competitor to MNCs.	0.794	
Patanjali should increase advertisements and promotion of their products.	0.779	
We purchase Patanjali products because they symbolize purity.	0.699	
We purchase Patanjali products because they are easily affordable at better prices.	0.681	
Patanjali products are gaining popularity in market.	0.674	
<b>Factor 2</b>		
Before purchasing any Patanjali products, we are sufficiently aware about the product.	0.818	Communication and Advertisement strategies
Advertisements of Patanjali products are more visible in recent times.	0.798	
These days' people often discuss Patanjali products.	0.668	
<b>Factor 3</b>		
Low prices are adjudged as poor quality. This perception will affect Patanjali products in future.	0.810	Brand image of Baba Ramdev and brand trust
Patanjali gained reputation due to the popularity of Baba Ramdev.	0.729	
Extraction Method: Principal component method		
Rotation Method: Varimax with Kaiser Normalization		

**Table 2** shows the 'Rotated Component Matrix', demonstrates the factor loading of the variables. The factors with high loading capacity has been highlighted for reference.

Moreover, above table makes it clear that factors those have higher impact factor with influencing capacity on consumer perception regarding Patanjali.

Table 2 gives a clear idea about those factors significantly administer customers view for Patanjali. Ayurvedic and herbal products, quality and purity of product, communication and advertisement strategies, brand image of Baba Ramdev and brand trust have been found driving force using “Exploratory Factor Analysis (EFA)”. All these factors have been found vital for Patanjali brand’s triumph. Here we can conclude that rising popularity of brand Patanjali and grand success of it is due to following factors;

- Effective communication and advertisement strategy;
- Brand image on the integrity of Baba Ramdev;
- Quality and purity of Patanjali products;
- Easy availability at affordable price; and
- Natural ingredient used in products.

**Limitation Of The Study**

1. The coverage of study is limited to Anand district of Gujarat state only.
2. Since the data is collected by convenient sampling method, it does not disclose the character of entire customer.
3. Study/ sample includes students with “zero” (0) income which may not give conclusive result as income affects the buying capacity too.
4. Time and resources are other constraints of the study.

**CONCLUSION**

Effective communication and advertisement strategies held by Patanjali Ayurved, emerged as the key factor that has influence the perception of buyers which created positive brand image. Another key factor found is, Ayurvedic and natural ingredients showing India's own brand with ancient knowledge in most of the products of Patanjali.

About communication and advertisement, this finding is aligning with the data of 'Broadcast audience research council' (BARC), which mentions that Patanjali's advertisements are the 3rd highest broadcasting commercial on Indian television. Additionally, indigenous nature of the products has their own symbolic value, this also seems to have converted into economic benefit for the brand Patanjali Ayurved.

**REFERENCES**

1. Aaker, J. L. (1997, August). Dimensions of Brand Personality. *Journal of Marketing Research*, 34(3), 347-356. doi:https://doi.org/10.2307/3151897
2. Acharya, Namrata;. (2013, January 20). Meet Ramdev the marketing guru. Retrieved from BUSINESS STANDARD: [https://www.business-standard.com/article/management/meet-ramdev-the-marketing-guru-111060900004\\_1.html](https://www.business-standard.com/article/management/meet-ramdev-the-marketing-guru-111060900004_1.html)
3. Economic Times - Markets. (2020, November 13). Retrieved May 5, 2021, from EconomicTimes: <https://economictimes.indiatimes.com/markets/stocks/earnings/patanjali-ayurved-fy20-results-net-profit-rises-22-to-rs-425-cr/articleshow/79209165.cms?from=mdr>
4. Forbes. (2021, May 5). Retrieved May 5, 2021, from <https://www.forbes.com/profile/acharya-balkrishna/?sh=33383491d993>
5. Maheshwari, N., & Sharna, R. P. (2017). Growth of Patanjali brand from local to global market. (E. N. Murthy, Ed.) *The IUP Journal of Brand Management*, XIV(4), 59 - 67.
6. Narvekar, S. S. (n.d.). Customer Perception: A Case Study of Patanjali Products. *International Journal Of Advanced Networking & Applications (Special Issue)*, 375-382.
7. Patanjali Ayurved. (n.d.). Retrieved from <https://www.patanjaliayurved.net/>
8. Patanjali Ayurved CSR. (n.d.). Retrieved from <http://patanjaliayurved.org/csr-policy.html>
9. PTI. (2016). "Patanjali to invest Rs 1,150 crore in FY17, eyes doubling revenue". Retail - EconomicTimes. Retrieved May 4, 2021, from <https://retail.economictimes.indiatimes.com/news/food-entertainment/personal-care-pet-supplies-liquor/patanjali-to-invest-rs-1150-crore-in-fy17-eyes-doubling-revenue/51995221>
10. Visvanathan, S. (2016, February 21). "Why Ramdev's Patanjali is a fascinating success story". Retrieved May 4, 2021, from DailyO: <https://www.dailyo.in/business/ramdev-patanjali-maggi-nestl-p-and-g-ayurveda-sri-sri-ravi-shankar-medicine-health/story/1/9136.html>