

CONSUMER AWARENESS AND PREFERENCE OF PATANJALI PRODUCTS

Dr. P. Anitha, Associate Professor & Head, PG Department of Commerce-CA, Nallamuthu Gounder Mahalingam College, Pollachi – 642001, India

Ms.V. Ruba, Assistant Professor Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi – 642001, India

ABSTRACT

In recent days living healthy is an important factor to every human being. But the products we consume are made of many chemical added preservatives, which is harmful to health. There is a need of awareness on products among the consumers which they consume. Patanjali product is an ayurvedic product with natural ingredients which is free from side effects. This study is carried out to find the consumers level of awareness on Patanjali Products and the factors influencing to prefer Patanjali Products. The study is based on both primary and secondary data. The study disclose that the consumers are well aware of 'Patanjali Tooth paste', and they prefer Patanjali product as it is 'Healthy' and 'Eco-friendly'.

Key Words: Ayurveda; Patanjali Products; Consumers level of Awareness, Preference

INTRODUCTION

Patanjali is one of the fastest growing FMCG firm in India. This tremendous growth in Patanjali makes awareness of ayurvedic products among consumers, who wants to lead a healthy life. Consumers prefer Patanjali products because it provides quality products using natural and avoiding chemical preservatives. Patanjali Ayurved limited produces healthy herbal products like Dental care, Food products, Cosmetics, Home Care products and so on. Patanjali products are Eco-friendly, and help to protect from chronic diseases.

REVIEW OF LITERATURE

S. Anupriya (2017) presented a paper titled "A Study on Consumers' Preference and Perception towards Patanjali products", with the objective to study the brand preference and satisfaction level of consumers after using Patanjali products. It is concluded that all the respondents prefer the product as it is chemical free and they are satisfied with quality and price of the product.

M. Banu Rekha and K. Gokila (2015) carried a study titled "Consumer Awareness, Attitude and preferences towards Herbal Cosmetics" with the object to know about consumer awareness and preferences towards herbal cosmetics and it is concluded that majority of the consumers are aware about herbal products and are moving towards herbal products mainly for its quality.

STATEMENT OF THE PROBLEM

Patanjali Ayurved began as a small pharmacy in Haridwar in 1997 and presently manufactures different products which includes Personal care, Home care, Food and Beverages, Health care, Nutrition and supplements. It is one of the fastest growing FMCG in India. It has captured a maximum market share in a short span of time when compared to giant rival companies. People are moving to the Herbal Ayurveda in order to get rid of the worst effect from technologically produced goods. Even though there are many companies which produces Ayurvedic products, patanjali ranks third followed by Dabur and Himalaya. In this context there arise question of i) What is the Patanjali product that the consumer is aware of?; ii) Why do consumers prefer Patanjali products?

OBJECTIVES OF THE STUDY

- ❖ To know the consumer's level of awareness on various Patanjali products.
- ❖ To examine the factors influencing consumers' preference for Patanjali products.

METHODOLOGY

The present study is based on primary data, which have been collected by well structured questionnaires from 192 consumers of patanjali products in Pollachi taluk and secondary data have been collected from magazines, books, journals, websites and related articles. The data collected were analysed by Simple percentage and Friedman Rank test.

LEVEL OF AWARENESS ON PATANJALI PRODUCTS-FRIEDMAN RANK TEST

Consumers' level of awareness on Patanjali products were analysed using Friedman Rank test and shown in table No: 1.

TABLE: 1

Products	Mean Value	Rank
Face Care	11.94	15
Lip Care	9.51	23
Face Wash	13.40	9
Body Care	11.58	18
Lotion	12.21	13
Shampoo	18.92	2
Hair Oil	12.85	11
Soap	17.81	4
Tooth Paste	19.08	1
Shaving Cream	7.09	25
Dish Washer	16.28	6
Detergent Powder	13.45	8
Detergent Cake	13.02	10
Dis infectent	10.79	20
Pulses	11.68	16
Honey	16.43	5
Edible Oil	11.95	14
Ghee	12.80	12
Flour	14.72	7
Spices	10.28	21
Biscuits	18.00	3
Jam	11.03	19
Oats	8.96	24
Pickle	9.58	22
Fruit Drinks	11.63	17

From the above table it is found that among the various products in Patanjali considered for level of awareness "Tooth Paste", is ranked first, followed by "Shampoo", "Biscuits", "Soap", "Honey", "Dish washer", "Flour", "Detergent Powder", "Face Wash", "Detergent Cake", "Hair Oil", "Ghee", "Lotion", "Edible Oil", "Face Care", "Pulses", "Fruit Drinks", "Body Care", "Jam", "Dis Infectent", "Spices", "Pickle", "Lip Care", "Oats" and "shaving Cream".

FACTORS INFLUENCING CONSUMERS' PREFERENCE FOR PATANJALI PRODUCTS

TABLE: 2

Factors	Yes	No
Price	169	23
Health	190	2
Brand	155	37
Baba Ramdevji	90	102
Swadeshi	118	74
Advertisement	141	51

Easy availability	122	70
Trust	173	19
Eco-friendly	181	11
Chemical Free	177	15
Attractive Packing	93	99
Offers	50	142
No Adulteration	165	27

The **Table 2** shows the result of Consumers' preference for Patanjali products analysed using Simple Percentage. Majority (190) of the respondents are influenced by the "Health" factor for preferring Patanjali products followed by "Eco-friendly", "Chemical free", "Trust" and so on.

CONCLUSION

Nowadays the products we consume are more polluted. So the consumers shift to herbal and ayurvedic products. Patanjali is playing an important role in manufacturing and marketing ayurvedic products with traditional and natural ingredients. In this study it is found "Tooth Paste", followed by "Shampoo", "Biscuits", "Soap", "Honey", "Dish wash bar", "Flour" and the like are Patanjali products the consumers are aware about. Consumers' preference for Patanjali product is being influenced by "Health", followed by "Eco-friendly", "Chemical free" and the like.

REFERENCES

Books:

Paldeep Das and Debraj Mandal (2016) "A Research Report on Patanjali". Beauty and Personal Care in India, Euro monitor International, May 2016.

Journals:

Patanjali products find a growing market

S. Anupriya (2017) "A Study on Consumers' preferences and perception towards patanjali product". International journal of Multidisciplinary Research and Development, Issue.2, Vol(4) February 2017.

M. Banu Rekha and k. Gokila (2015) "A study on consumer awareness, attitude and preference towards herbal cosmetic products with special reference to Coimbatore". International journal of Interdisciplinary and Multidisciplinary studies (IJIMS). Vol (2), 2015.