

A Study on Consumer Behavior towards Products of Patanjali Ayurved Limited in Bangalore City

Dr. Raja Kamal Ch¹, Prof. Raghavendra Babu²

¹Assistant Professor, Kristu Jayanti College

²J Assistant Professor, Kristu Jayanti College

Abstract: *Consumer conduct the way people, gatherings, or associations and all the exercises related with the buy, use and removal of products and enterprises, including the buyer's enthusiastic, mental and social reactions that go before or follow these exercises. The specialist in this examination paper attempts to zero in on considering conduct of clients towards Patanjali Products regarding fulfillment, value, normal fixings utilized. This paper likewise centered around the wellspring of data that clients used to get data with respect to Pantajali items. To direct this investigation a very much planned survey was utilized and 50 respondents were chosen for the examination. In this paper it is discovered that notice is one of the significant hotspot for giving data to clients. Clients currently additionally favor money as the method of installment. This investigation demonstrated the greater part of the clients is happy with Patanjali items.*

Keywords: *Consumer Behavior, Patanjali Products, Pantali Ayurvedic Limited (PAL)*

1. INTRODUCTION

Consumer conduct clarifies how customers settle on choices about what they need, need, and want and how do shoppers purchase, use, and discard products. Buyer conduct arose during the 1940s and 1950s as an unmistakable sub-discipline in the showcasing zone.

Advertisers need to contemplate the idea of buyer conduct. It is significant for advertisers to realize customers choose, buy, shopper or arrange items and administrations and how they share their involvement with request to fulfill their needs or needs. This can help advertisers in item situating.

In Indian situation, discernments and inclinations about a specific brand assume an imperative job since Indian clients depend on the impression of their precious ones preceding really purchasing or utilizing the item. The insights and inclination of the individuals around us influence our choice with respect to buying an item or not to buy. Discernments are exceptionally abstract and accordingly handily mutilated. The doubt of purchasing and not accepting proceeds into the psyche or the black box of the forthcoming shopper except if his choice isn't upheld by many. Along these lines to make due in the showcasing climate of a nation like India, brand situating is significant. India is an appealing objective for brands to set in because of good showcasing conditions. India has known to be a center point of Herbal brands too since the home grown items are profoundly connected with the otherworldliness slants of the individuals. Patanjali Ayurved Limited is the main Ayurvedic Company in India, which was consolidated in the year 2006. Patanjali Ayurved Limited makes a wide scope of Ayurvedic items that incorporate home consideration, staple, individual

consideration, medical care, medication, wholesome items, and so on Patanjali Ayurved Limited is an Indian buyer products organization. Assembling units and central command are situated in the mechanical zone of Haridwar, Uttarakhand while the enrolled office is situated at Delhi. The organization fabricates mineral and natural products. Patanjali is the quickest developing FMCG organization in India.

2. LITERATURE REVIEW

The different examinations relating to shopper conduct in India are as per the following:-

Rani, S., and Shukla (2012) directed an examination to know the patterns of Patanjali items. So for examining this they led an examination report in Patnanagar. For this investigation an example of 90 shoppers in Patnanagar was chosen. After fruition of the examination analysts reasoned that inside a brief timeframe Patanjali items caught countless shoppers. Based on above examination they additionally find that from 2008 to 2012 there is increment in number of items that is from 26 to 120. Analysts saw that Patanjali Ayurved Limited organization ought to improve their conveyance framework.

Sawant (2013) did an investigation on customer discernment towards corrective results of Patanjali Ayurved Limited. Based on his examination he inferred that ladies' were impacted for buying Patanjali skin health management items as a result of nonappearance of results in it.

Sinha and Singh (2015) completed an investigation on rivalry in the corrective market in India between country land worldwide brand, and among home grown and synthetic item. As indicated by their investigation they inferred that more youthful age particularly females generally incline toward characteristic items.

Khanna (2015) did an examination on purchaser insight with respect to Patanjali items. His fundamental target for leading the examination was to think about the discernment, fulfillment level and properties of customer as to results of Patanjali Ayurved Limited. He gathered information from 100 respondents in Punjab. Based on his investigation he inferred that shoppers were exceptionally happy with the results of Patanjali Ayurved Limited because of its sensible costs and because of restoring capacity.

Ali et. al (2015) conveyed an examination to think about buyer insight towards home grown items. Their primary goal of the investigation was to know the reasons of utilizing different home grown items. For doing the above investigation they chose Bhopal city and analyst gathered information from 60 purchasers. After finishing of the exploration it was discovered that individuals lean toward characteristic items in contrast with substance items. Examination indicated that all clients were having an inspirational disposition towards home grown items and there was no result looked by these individuals.

Rekha and Gokila (2016) conveyed an examination to think about the explanation purchasers to switch over to home grown based beautifying agents. It was discovered that customers these days don't think about home grown items as extravagance products, rather comprehend its medical advantages. It is likewise seen that danger of result from synthetic based items is a significant purpose behind shoppers to incline toward normal items.

Chandiralekha and Hamsalakshmi (2016) directed an examination report to know the customer fulfillment with results of Patanjali Ayurved Limited. They inferred that the greater part of the shoppers incline toward Patanjali item as it is without substance and furthermore the clients are happy with cost and nature of Patanjali items.

Singh and Gopal (2016) did an examination to know development of Patanjali Ayurved Limited and they expressed that "normal items with moderate prices" and "Swadeshi Make" (make in India) is the fundamental explanation behind the development of Patanjali Ayurved Ltd.

Raju and Rahul (2016) directed a report to know the factor which impacts customer purchasing conduct for Patanjali items and they expressed that "Price" assumes a critical part in shoppers purchasing conduct for Patanjali items.

Anupriya (2017) did an investigation on shopper fulfillment for the result of Patanjali Ayurved Limited and she distinguished that all the respondents favor the Patanjali item as it is sans synthetic and they are happy with the quality and cost of the item.

Maheshwari (2017) directed an exploration report on development of Patanjali Ayurved Limited. He finished up different purposes behind development of Patanjali items, for example, accessibility of value items at lower cost, solid brand envoy, great dispersion channel, swadeshi crusade, proficient group and great execution.

Tandon (2017) completed examination and finds that the customary connecting of Patanjali as an Indian organization is the primary explanation behind the development of Patanjali. He inferred that there are numerous Professionals were joining Patanjali for just this explanation and this has contributed a ton in development of Patanjali.

Nawaz and Trivedi (2017) did learn about the issues of certain results of Patanjali Ayurved Limited. He presumed that there are not many issues that are being looked by results of Patanjali. The test which was led on two of its item that is on Shivling beej and Amla juice were established to be of low norms according to rules set by concerned office. These items had lower pH esteem than needed according to guidelines.

Dsouza (2017) directed an investigation on explanation that assist Patanjali Ayurved Limited with coming to at 2ND situation in FMCG market. He inferred that there are different items that have assisted Patanjali with coming to at the 2ND situation in FMCG market of India. Like Cow's ghee, Dant kanti toothpaste, Ayurvedic meds, Keshkanti cleanser and cleansers are the 5 smash hit items for Patanjali as per their commitment in income.

Malviya (2017) led an investigation to know the explanation of expansion popular for the items Patanjali Ayurved Limited .He reasoned that the increment sought after for the results of Patanjali is because of its Ayurvedic items on the lookout. He likewise presumed that 77% of family unit were utilizing Ayurvedic items while prior this number was simply 69%. Subsequently there is a critical development in Ayurveda section of FMCG market in most recent couple of months.

Purpose of the Study

The motivation behind the investigation is to discover shopper conduct towards Patanjali items in Bangalore city

Objectives of the study

1. To satisfy the reason following goals of the examination were detailed:
2. To study the purchaser inclination/decision towards result of Patanjali Ayurved Limited.
3. To discover different elements affecting client to purchase results of Patanjali Ayurved Limited.
4. To study fulfillment level of client in the wake of utilizing the results of Patanjali Ayurved Limited in Bangalore city.

3. RESEARCH METHODOLOGY

Research methodology is a blue print which causes analyst to plan the ideas, explicit develop and factors. With the assistance of exploration philosophy specialist, strategies, appropriate estimation apparatuses, research methods analyst need to discover the arrangement of the issues.

The analyst has chosen accommodation testing which is a non likelihood examining technique with the end goal of the examination. In absolute 50 respondents have been inspected in the city of Bangalore. Information of the examination has been gathered from both essential and optional sources.

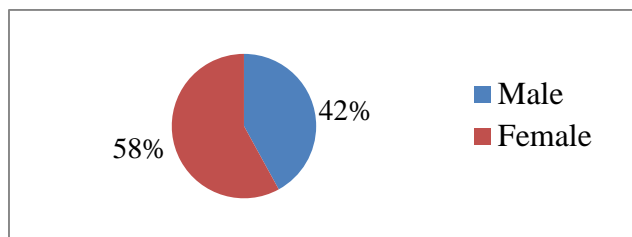
The significant information gathered was essential. For the auxiliary information different distributed archives, distinctive news papers, magazines, diaries and sites have been counseled. The information was gathered with the assistance of a poll. For the assortment of essential information analyst has utilized organized poll and gathered the information from 50 respondents.

The analyst has utilized survey as the information assortment device. The poll has been separated into two sections. Section 1 contains segment data and section 2 contains explicit inquiries identified with the subject of the exploration. Altogether the survey contains 12 inquiries.

Data Analysis

This section examines about the Data Analysis and Interpretation relating to the examination concentrate on Consumer Behavior towards results of Patanjali Ayurved Limited in Bangalore City. As the significant data's identifying with customer conduct towards results of PAL were gathered through poll, along these lines the gathered information has been broke down and translation has been drawn likewise. The survey comprised of two sections; where part-I examine about segment subtleties and Part-II examines about the key inquiries relating to customer conduct.

Graph No:1 Gender

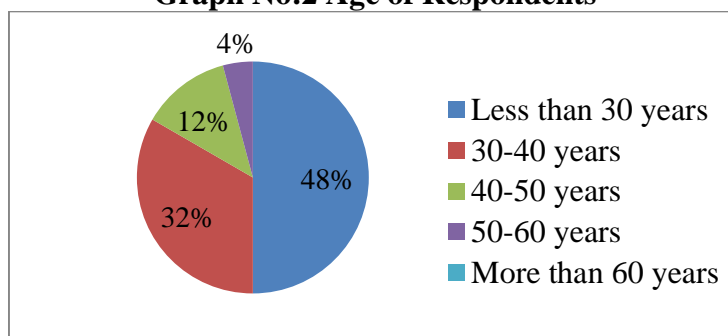


Interpretation of Data

The examination is led to know the conduct of purchasers towards results of Patanjali Ayurved Limited. From chart No.1 it tends to be decipher that out of 50 respondents 21 respondents are male and 29 respondents were female.

Finding: Study shows females are more drawn in with medical services items when contrasted with male.

Graph No:2 Age of Respondents

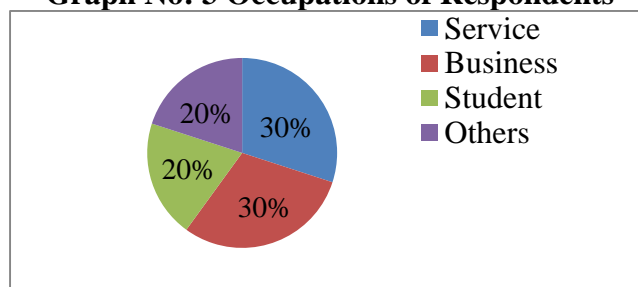


Interpretation of Data

From graph No.2 it very well may be deciphered that out of 50 respondents, 24 respondents are under 30 years, 16 respondents are between 30-40 years, 6 respondents are between 40-50 years and 2 respondents are between 50-60 years.

Finding: From the information it is extremely evident that youngsters are exceptionally inquisitive about their wellbeing and need to utilize medical care items.

Graph No: 3 Occupations of Respondents

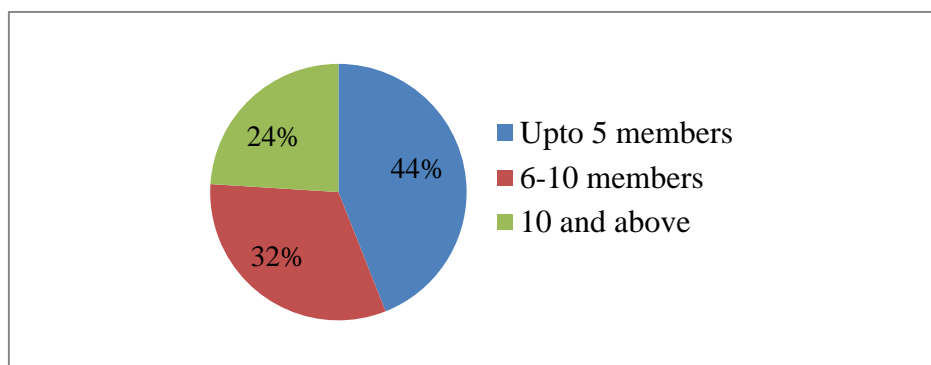


Interpretation of Data

From graph No.3 it tends to be deciphered that out of 50 respondents, 15 respondents occupation was from administration area, 15 respondents occupation was from business, 10 respondents were understudy and 10 respondents were others.

Finding: This investigation demonstrates that the vast majority of the respondents for Patanjali Products are business and administration class.

Graph No: 4 Family size of Respondents

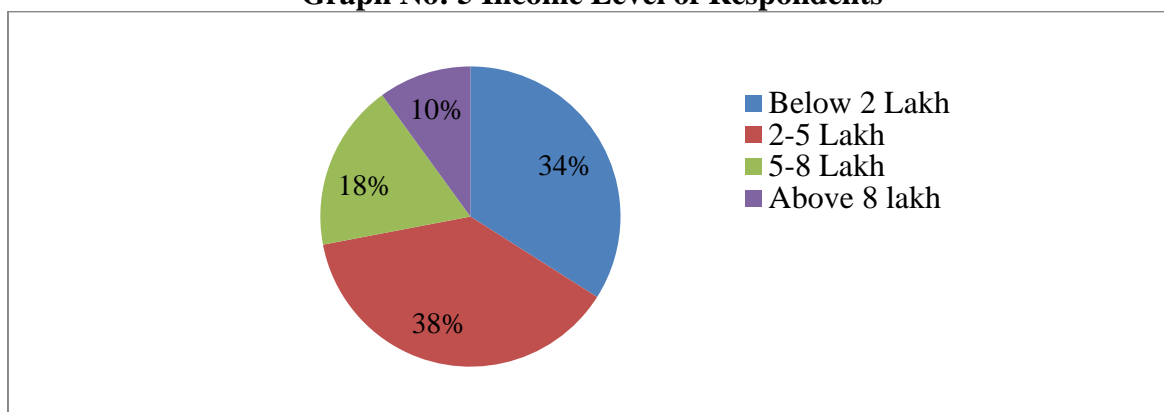


Interpretation of Data

From graph No.4 it very well may be deciphered that out of 50 respondents, family size of 22 respondents is upto 5 individuals, 16 respondents are between 6-10 individuals and 12 respondents are having in excess of 10 individuals.

Finding: Study uncovers that greatest respondents of Patanjali items have family size of 5 individuals.

Graph No: 5 Income Level of Respondents

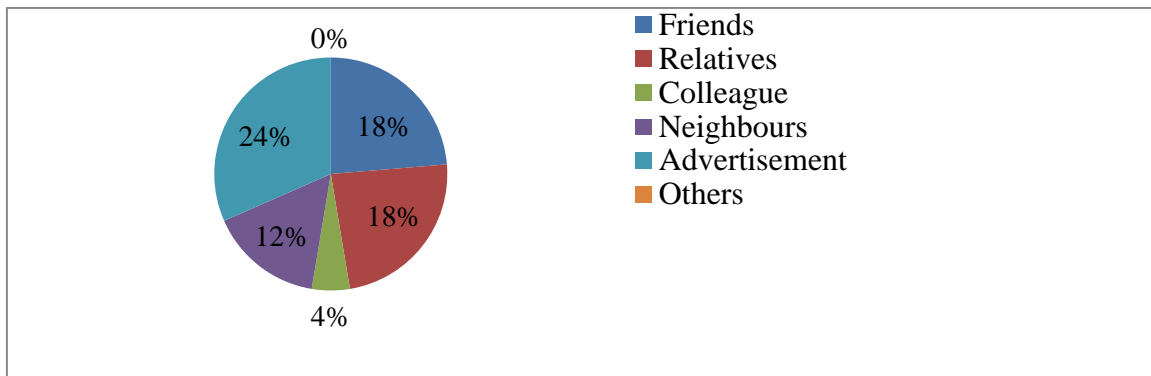


Interpretation of Data

From graph No.5 it very well may be deciphered that out of 50 respondents, 17 respondents are having yearly pay under 2 lakh, 19 respondents are having yearly pay between 2-5 lakh, 9 respondents are having yearly pay between 5-8 lakh and 5 respondents are having yearly pay over 8 lakh.

Finding: In this exploration paper it was discovered that the majority of the respondents are in pay gathering of 2-5 lakh.

Graph No: 6 Source of information about the product of PAL

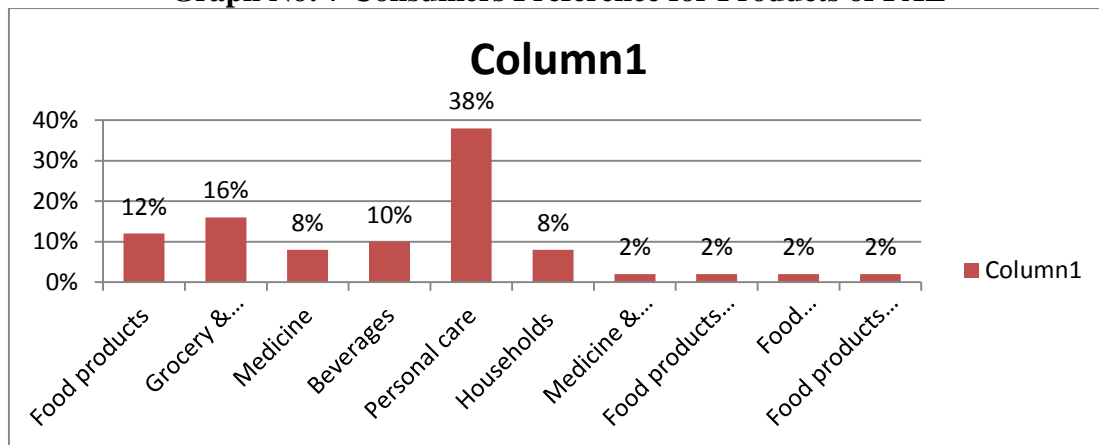


Interpretation of Data

From graph No.6 it tends to be deciphered that out of 50 respondents, 9 respondents got data from companions, 9 respondents got data from family members, 2 respondents got data from partner, 6 respondents got the data from neighbors and 12 respondents got data from notice about the result of Patanjali Ayurved Limited.

Finding: It was discovered that commercial being the main wellspring of data for Patanjali items.

Graph No: 7 Consumers Preference for Products of PAL

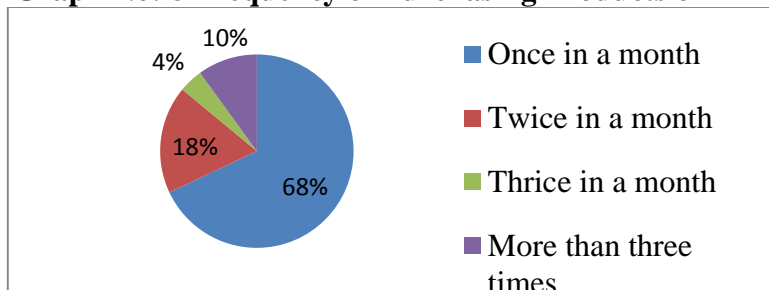


Interpretation of Data

From the above graph no.7, analyst can say that out of 50 respondents, 6 respondents favor food items, 8 respondents lean toward basic food item and staples, 4 respondents incline toward medication, 5 respondents lean toward drinks, 19 respondents favor individual consideration, 4 respondents favor family units, 1 respondent lean toward medication and individual consideration, 1 respondent favor food items and basic food item and staples, 1 respondent lean toward food items, individual consideration and families and 1 respondent incline toward food items and medication.

Finding: Exploration shows that the majority of the respondents utilize individual consideration results of Patanjali.

Graph No: 8 Frequency of Purchasing Products of PAL

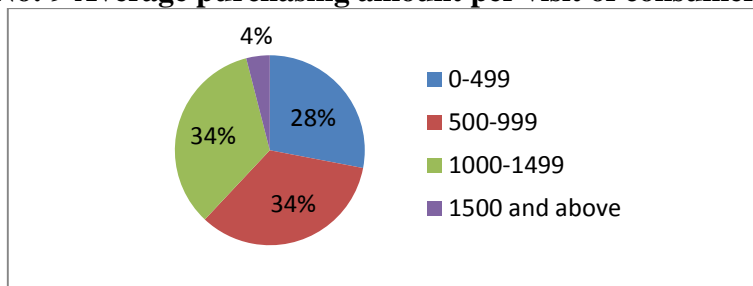


Interpretation of Data

From the above graph no.8 it very well may be deciphered that out of 50 respondents, recurrence of buying results of PAL of 34 respondents is once in a month, 9 respondents is twice in a month, 2 respondents is threefold in a month and 5 respondents is multiple occasions in a month.

Finding: Most Respondents usually purchase PAL products once in a month.

Graph No: 9 Average purchasing amount per visit of consumers of PAL

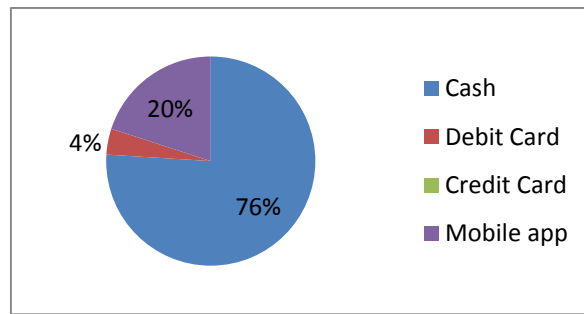


Interpretation of Data

From Graph no.9 it tends to be deciphered that out of 50 respondents, normal buying sum per visit of 14 respondents is between Rs. 0-499, 17 respondents is between Rs. 500-999, 17 respondents is between Rs. 1000-1499 and 2 respondents is between Rs 1500 or more.

Finding: The examination uncovers that respondents burn through 1500 or more on Pantanjali Products.

Graph No: 10 Consumers Preferred Method of Payment

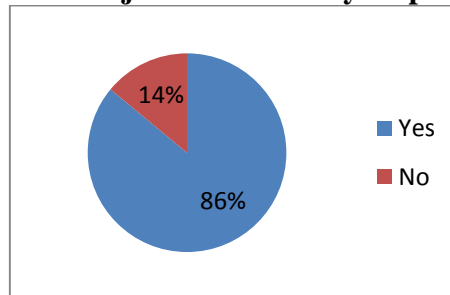


Interpretation of Data

From Graph no.10 it very well may be deciphered that out of 50 respondents, favored technique for installment of 38 respondents is in real money, 2 respondents pay through charge card and 10 respondents pay through versatile application.

Finding: Respondents lean toward money as their method of installment for acquisition of Patanjali items.

Graph No: 11 Patanjali stores nearby respondent's home

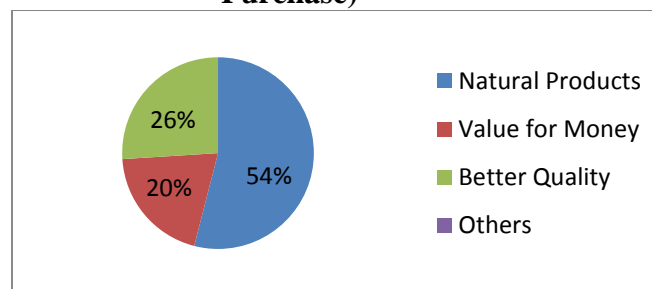


Interpretation of Data

From Graph no.11 it tends to be deciphered that out of 50 respondents, 43 respondents have patanjali stores close by their home and 7 respondents don't have patanjali stores close by their home.

Finding: This investigation shows there is immense number of Patanjali stores in close by places.

Graph No: 12 Reason for purchasing products of PAL (Factors Affecting Consumers Purchase)

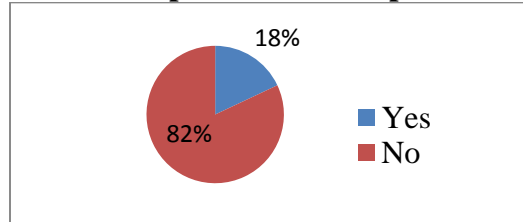


Interpretation of Data

From the above Graph No: 12 it was discovered that out of 50 respondents, 27 respondents are buying results of Patanjali Ayurved Limited due to regular items, 10 respondents are buying results of Patanjali Ayurved Limited in view of significant worth for cash and 13 respondents are buying results of Patanjali Ayurved Limited in light of better quality.

Finding: This examination uncovers that the majority of the respondents pick Patanjali items as a result of its normal fixings.

Graph No: 13 Purchasing decision if the other companies offer equal or less prices for the same products in comparison to PAL

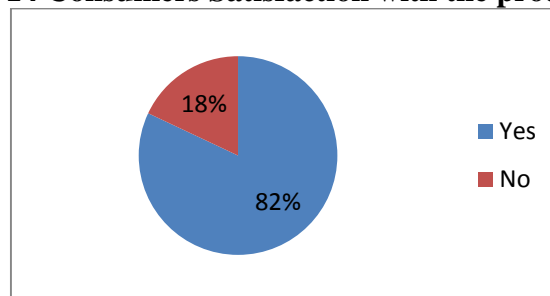


Interpretation of Data

From Graph no. 13 it very well may be deciphered that out of 50 respondents, 9 respondents incline toward results of different organizations in the event that they offer equivalent or less costs for similar items in contrast with results of Patanjali Ayurved Limited and 41 respondents won't accepting results of different organizations in the event that they offer equivalent or less costs for similar items in contrast with results of Patanjali Ayurved Limited.

Finding: The examination portrays that the vast majority of the respondents are not ready to switch Patanjali items regardless of whether low cost is offered by some other organization.

Graph No: 14 Consumers Satisfaction with the products of PAL

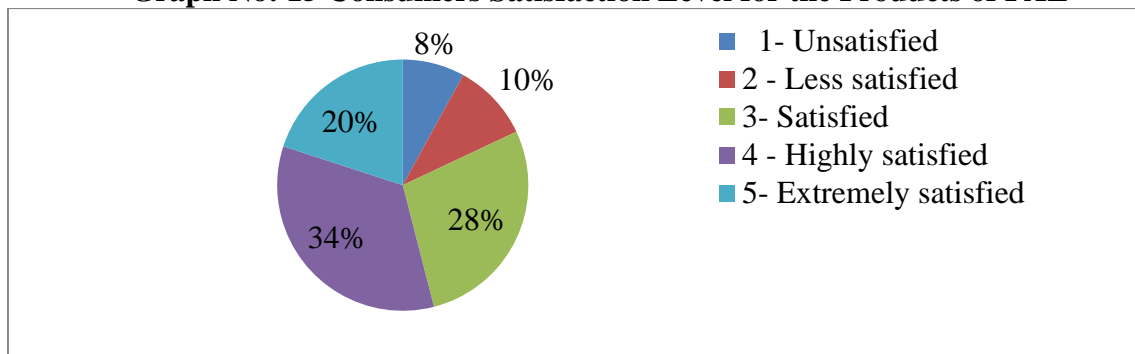


Interpretation of Data

From Graph no. 14 it very well may be deciphered that out of 50 respondents, 41 respondents are happy with the result of Patanjali Ayurved Limited and 9 respondents are not happy with the result of Patanjali Ayurved Limited.

Finding: The investigation shows larger part of the respondents are happy with Patanjali items.

Graph No: 15 Consumers Satisfaction Level for the Products of PAL

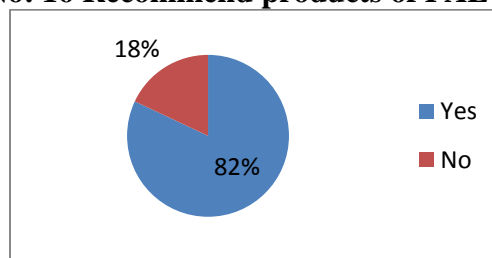


Interpretation of Data

From Graph no. 15 it tends to be deciphered that out of 50 respondents, 4 respondents have evaluated 1 for level of fulfillment for results of Patanjali Ayurved Limited, 5 respondents have appraised 2 for level of fulfillment for results of Patanjali Ayurved Limited, 14 respondents have evaluated 3 for level of fulfillment for results of Patanjali Ayurved Limited, 17 respondents have appraised 4 for level of fulfillment for results of Patanjali Ayurved Limited and 10 respondents have appraised 5 for level of fulfillment for results of Patanjali Ayurved Limited.

Finding: The examination uncovers that larger part respondents are profoundly happy with results of Patanjali.

Graph No: 16 Recommend products of PAL to Others

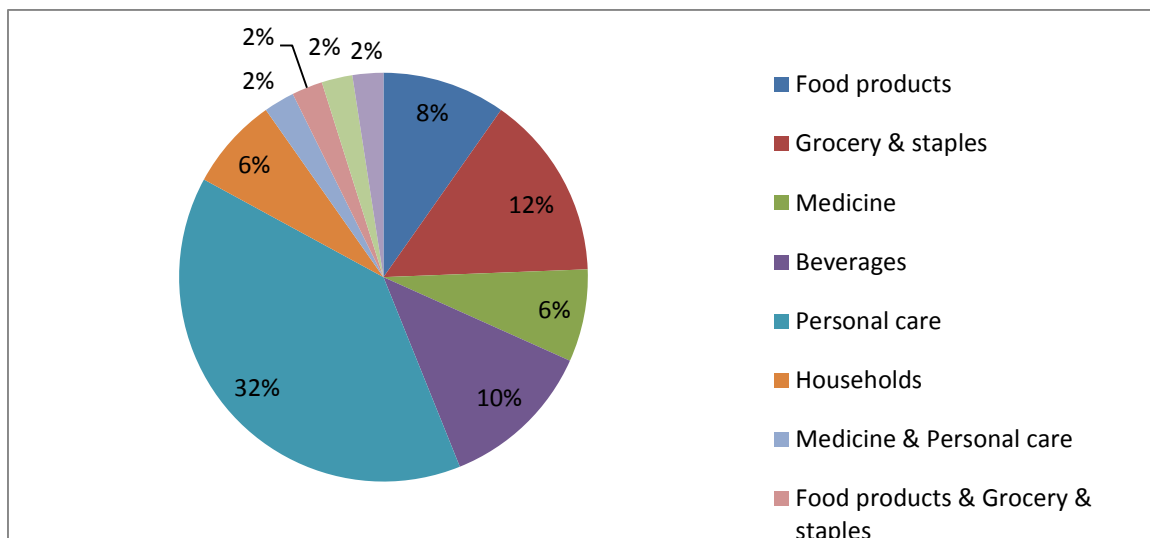


Interpretation of Data

From Graph no.16 it tends to be deciphered that out of 50 respondents, 41 respondents suggested the results of Patanjali Ayurved Limited to other people and 9 respondents not suggest the results of Patanjali Ayurved Limited to other people.

Finding: This examination shows that a large portion of the respondents prescribe Patanjali items to other people.

Graph No: 17 Recommended category of products



Interpretation of Data

From Graph no.17 it very well may be deciphered that out of 50 respondents, 4 respondents suggested food items, 6 respondents suggested basic food item and staples, 3 respondents suggested medication, 5 respondents suggested drinks, 16 respondents suggested individual consideration, 3 respondents suggested families, 1 respondent suggested medication and individual consideration, 1 respondent suggested food items and staple and staples, 1 respondent suggested food items, individual consideration and families, 1 respondent suggested food items and medication and 9 respondents don't prescribed any items to other people.

Finding: This investigation brings into the light that generally respondents are prescribing individual consideration items to other people.

Findings of The Study

The significant discoveries of the investigation are talked about hereunder;

- Advertisement (24%) is the fundamental wellspring of data for the results of Patanjali Ayurved Limited.
- Personal care item (38%) is the most favored sort of result of Patanjali Ayurved Limited by the clients.
- Mostly clients buy results of Patanjali Ayurved Limited once in a month (68%).
- The normal buying sum per visit of shopper of PAL is Rs. 1000 or more (34%).
- Cash (76%) is utilized generally as a technique for installment while buying results of Patanjali Ayurved Limited.
- Majority (86%) of the clients have patanjali stores close by their home.
- Natural item (54%) is the fundamental explanation due to which clients buy results of Patanjali Ayurved Limited.
- Majority (82%) of the client won't accepting results of different organizations on the off chance that they offer equivalent or less costs for similar items in contrast with results of Patanjali Ayurved Limited.
- Majority (82%) of the clients are happy with the result of Patanjali Ayurved Limited.
- Most (82%) of the clients prescribed results of Patanjali Ayurved Limited to other individual.

- Customer suggested all sort of items for example Food items, Grocery and Staples, Medicine, Beverages, Personal consideration and Households results of Patanjali Ayurved Limited to other people.

4. CONCLUSION

The fundamental thought process of the investigation meant to discover shopper conduct towards Patanjali items in Bangalore city i.e., to dissect fulfillment level of client and to consider the variables impacting client to purchase results of PAL. In complete 50 respondents have been inspected in the city of Bangalore. The vast majority of the clients are happy with the results of Patanjali Ayurved Limited. It was discovered that PAL being giving characteristic items is significant purpose behind immense client base

Suggestion for the study

- Marketers need to comprehend that notices are fundamental for all items under a brand name in spite of the fact that brand expansions make brand mindfulness.
- The discoveries recommend that brand augmentations should be tended to utilizing various methodologies as in lion's share of the cases there exists huge distinction among the respondents having a place with different financial arrangements on the elements impacting shopper inclinations.
- It is significant comprehend that shoppers' learning and demeanor towards brand expansion contrast at different degrees of involvement with utilizing them. They need to ensure that the nature of the items is kept up over the long haul since; affiliations dependent on direct involvement in the brand are probably going to be accepted more than different impacts.
- Appropriate marking methodologies could be considered for purchasers having a place with various financial classes to build up a positive insight towards brand expansions.
- Extensions will be situated in the market carefully without debilitating the parent brand else; it would prompt creating negative insight for brand augmentations.
- Companies will zero in on creating augmentations that are modestly hard to deliver and create. This would assist with keeping up the uniqueness of a brand just as to win the certainty of shoppers.
- Price setting for the all-inclusive brand should be provided due significance to draw in possible clients. Considering this reality advertisers need to pack items with greatest highlights/benefits to win shopper consideration.
- Higher value brands might be related with more item includes/benefits and higher caliber. This can bring about good sentiments towards the brand. Shoppers are not, at this point naïve; they are smart in settling on buy choices.
- While stretching out into new item classifications, advertisers need to guarantee that the items give utilization comfort to clients. Associations may consider altering the item bundling and configuration to suit client comfort.
- Companies should be mindful while going into an excessive number of expansions since disappointment of brand augmentations may harm parent brands' apparent quality. Going into such a large number of expansions can lose parent brands' exceptional character as well.
- Marketers should comprehend the need to try not to go into such a large number of variations of a brand. Shoppers may think that its hard to distinguish and get persuaded the genuine advantage offered by the brand variations.

. Limitation of the study

This study is restricted to a specific city and little example size so it may not be summed up for entire populace.

- Due to language issue it was conceivable that respondents couldn't comprehend the survey and could cause misdirecting results.
- Few respondents were wondering whether or not to fill the survey on account of dread of Income Tax office.

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