

Consumer Purchase Behaviour and Satisfaction for Patanjali Products in Ahmedabad and Gandhinagar

1. Ahmad Shekib Popal

Ph.D. Student, School of Commerce, Gujarat University
Email : popalshekib@gujaratuniversity.ac.in

2. Dawit Negussie Tolossa

Ph.D. Student, School of Commerce, Gujarat University
Email: dawitnegus@gujaratuniversity.ac.in

3. Dr. Gurudutta P. Japee (Co-author)

Associate Professor-Commerce,
Coordinator: Department of Advanced Business Studies
Gujarat University
Email: drdutta@gujaratuniversity.ac.in

Corresponding Author: **Dawit Negussie Tolossa**

Received: 13 May 2022 **Accepted:** 15 June 2022 **Published:** 30 June 2022

Abstract

The aim of this article is to study the purchasing behavior of consumers gender-wise, age-wise, and income group-wise; the attributes chosen by consumers while purchasing the Patanjali products, and also to know about the satisfaction level of consumers regarding Patanjali products. Fast-moving consumer goods (FMCG) are products that are sold quickly and at a relatively low cost. Customer perception is typically affected by advertising, reviews, public relations, social media, personal experiences, and other channels. The segment of Indian consumers can be isolated broadly into urban and rural markets. The choice and usage of a particular brand by the consumer over time is affected by the quality benefits offered by the brand especially when it comes to brands of eatable and cosmetics. Consumer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usage. Philip Kotler observed that a person's feelings of pressure or disappointment result from a product's perceived performance in relation to his or her expectations. If the perceived benefits turned out to be almost the same as expected, the customer is highly satisfied and that is how the company achieves the loyalty of the customer towards the product.

Keywords: 1.Satisfaction, 2.purchasing behaviour, 3. Patanjali Products, 4.Ahmedabad, 5.Gandhinagar.

Introduction

The process by which customers identify their needs, gather information, assess alternatives, and make a purchasing choice is known as customer buying behavior. It is a set of decisions taken by a customer before making a purchase that begins once the client has expressed an interest in purchasing. Many research articles debate client purchasing behavior. The marketer tries to sway each of these decisions by providing information that may impact the consumer's opinion(Kumar, 2016).

Consumer Purchasing the ultimate consumer's purchasing habit is referred to as behavior. Many elements, specificities, and traits influence the individual in who he is, as well as the consumer in his decision-making process, shopping habits, purchasing behavior, the brands he buys, and the merchants he visits. Each of these elements influences a purchase choice. Individuals and consumers are influenced by cultural trends as well as their social and socioeconomic milieu(Ramya & Ali, 2016).

Through a survey in Ahmedabad and Gandhinagar, this study intends to evaluate consumer perceptions of the Patanjali brand. The most important reasons for Patanjali's success, according to respondents to a closed-ended questionnaire, were competitive pricing, product quality, and effective communication techniques. Further research revealed the following aspects to be the most influential in influencing customers' decisions to buy Patanjali products: communication strategy, product quality, competitive pricing, Baba Ramdev's brand image, and consumer awareness(Jaggi & Ghosh, 2017).

The fast-moving consumer goods (FMCG) industry, also known as consumer-packaged goods (CPG), oversees manufacturing, distributing, and marketing fast-moving consumer goods. The FMCG industry is India's fourth-largest economic sector. In the industry, household and personal care items make for 50% of revenues, healthcare contributes for 31-32 percent, and food and beverage account for the remaining 18-19% (Chauhan & Derashri, 2021).

The Indian FMCG business employs over 3 million people and creates significant employment possibilities. Consumers acquire the necessary products for daily usage at department stores, grocery stores, and supermarkets. People in the twenty-first century do not want to go to multiple places to buy ordinary household items. As a result, the introduction of supermarkets into communities, where customers have several options for different household products, has proven to be highly handy for customers. Reliance Retail, Big Bazaar, D-Mart, Easy Day, MORE, Spencer's, Spar, Hyper City, and Star Bazaar are some of the most popular retailers in India. Even though supermarkets are successful, local food businesses are suffering from a lack of product diversity. In comparison to other rising FMCG sectors around the world, India's FMCG industry is still traditional. Even though street markets are still one of the most popular shopping destinations in both urban and rural areas, internet platforms are taking the lead in purchasing FMCG products (Chauhan & Derashri, 2021).

Literature review

Patanjali Ayurved Kendra Ltd was founded by Swami Ramdev and Acharya Balakrishna on September 27th, 2007(Joshi et al., 2017). It started its operation in Katmandu, Nepal to provide holistic, natural and effective ayurvedic treatment. Patanjali Ayurved Limited (PAL) has three manufacturing units at Haridwar, Uttarakhand with its registered office in New Delhi. The initial project of Ramdev was his Patanjali Yogpeeth and since its inauguration in 2006, it has been labeled as one of the largest centers for research on yoga and ayurveda in the world(Kataria, 2018). Gurusanthosini and Gomathi in 2017 conducted survey to study the consumer preference towards Patanjali products. A sample of 50 consumers in Erode City was collected. On the basis of above study it was concluded that all the customers are aware of the product, and the customers are satisfied with the quality and price of the products(Gosher, 2017). The Findings in the paper show that

there are many significant factors that together make up the buying decision of the product. Patanjali is enjoying the advantageous position in market through spirituality element involved in its products.

consumer behaviour towards Patanjali products. A sample size of 100 consumers was collected in Rohtak City. On the basis of above study it was concluded that satisfaction level is independent from all demographic variables such as marital status, income, gender, occupation and age. Also the above study shows that most of the people use the Patanjali products due to swadeshi factor and also due to reasonable price of it(Singh Yuvika & Kaur Sarabjit, 2018).

Consumer Perception towards Patanjali Brand. 100 consumers in Punjab were surveyed for the same. On the basis of above study it was concluded that there are many significant factors that together make up the buying decision of the product. Customers' perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In the above study, a large portion of the user is satisfied from Patanjali products. It may be because of reasonable price of the product. It may be due to ability of the product to cure the problem(R.Khanna, 2015).

conducted survey to study the customer preferences and perception towards Patanjali. Sample size of 60 consumers was surveyed in the city of Mumbai suburban. The study has revealed that the people between the age group of 15-45 are the major consumers of Patanjali products. It was observed that between age group Of 15-25 years are preferring cosmetics. The rest of the age groups prefer food related products. Hence the mileage can be taken to drive the market as people are becoming more health conscious by introducing healthy food products. Price has become a significant factor along with ayurvedic and herbal(Singh Yuvika & Kaur Sarabjit, 2019).

Research problems

The study is aimed to study the consumer purchase behavior and satisfaction level for Patanjali products in Gandhinagar and Ahmedabad city.

Objectives of the study

General objectives of the study

The objectives of the study are stated as:

1. To study the purchase behavior of consumers across different demographics of gender, age and income level,
2. To know the attributes selected by consumers while purchasing Patanjali products, and
3. To study the satisfaction level among consumers using Patanjali products

Hypothesis

There are three hypotheses to be analysed for the above objectives.

H₁ - There are significant differences in the usage level for Patanjali products for customers across various income groups

H₂- There are significant differences in the satisfaction level for Patanjali products for customers across various age groups

H₃ - Males and Females differ significantly in their satisfaction levels for Patanjali products.

Methodology

This research was conducted from Ahmedabad and Gandhinagar city from India. The study implemented a cross-sectional survey. Moreover, this data was conducted through a purposive sampling technique. Primary data collection and Secondary data collection. (1) Primary data collection activity will be done through the questionnaire method, and (2) Secondary data will be referred and collected through journals, newspapers, magazines, and information from websites. Data collection method = Surveys (Quantitative Data). Population: All elements, individuals, or units that meet the selection criteria for a group to be studied, and from which a representative sample is taken for detailed examination. (Population = Residents of Ahmedabad and Gandhinagar city). Process of selecting a subset of randomized number of members of the population of the study. Sampling Method = Convenience sampling (Peer Group) in this study the sample size was 335 customers randomly selected from Ahmedabad and Gandhinagar. Sampling Frame: Residents of Ahmedabad and Gandhinagar city who are consumers of Patanjali products. (Sampling Frame = Institute students, Residents of the colony). Data collection instrument = Survey Approach. The information collected regarding the Patanjali products from various customers across different demographics (Ahmedabad and Gandhinagar) sorted out and each question was analysed. Various tests such as T-test and 1-way Anova test are carried out and the results was used to confirm the hypothesis and achieve the objectives through SPSS.

Analysis and Findings

The results and finding for the hypothesis have been analysed as below:

H₁- There are significant differences in the usage level for Patanjali products for customers across various income groups.

Table 1:One way ANOVA; Usage Level for Patanjali Products Vs Income Group Test Results

ANOVA					
Usage					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	47.139	4	11.785	12.251	0.000
Within Groups	315.515	328	.962		
Total	362.655	332			

Table 1: *P>.05. Between groups variance is significant at the 0.01 level*

Table 1 explained, one-way ANOVA was conducted to compare the effect of income group conditions of customers with usage level for Patanjali products. The result showed that there was a significant effect of income group on usage level for Patanjali products at the $p>.01$ level for the three conditions [F (4, 328) =12.251, $p =0.00$]. In other words, income level has significant differences through usage level for Patanjali Products.

According to the study, the significance level is less than.05, implying that hypothesis H₁ is true, i.e. there are substantial disparities in Patanjali product usage levels across customers of various socioeconomic categories.

H₂ - There are significant differences in the satisfaction level for Patanjali products for customers across various age groups.

Table 2: One way ANOVA; Satisfaction Level for Patanjali Products Vs Age Group Test Results

ANOVA					
Satisfaction					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.312	4	6.828	4.368	.002
Within Groups	512.676	328	1.563		
Total	539.988	332			

Table 2: $P > .05$. Between groups variance is significant at the 0.05 level

Table 2 explained, one-way ANOVA was conducted to compare the effect age group conditions with satisfaction level of customers for Patanjali products. The result showed that there was a significant effect of age group on satisfaction level of customers for Patanjali products at the $p > .05$ level for the three conditions [F (4, 328) = 4.368, $p = 0.02$]. In other words, age group have significant differences in customers satisfaction level for Patanjali Products.

As the significance threshold is smaller than .05 in the above analysis, hypothesis H_1 is accepted, indicating that there are substantial disparities in consumer satisfaction levels for Patanjali items across age groups.

H_3 - Males and Females differ significantly in their satisfaction level for Patanjali products.

Table 3: Descriptive statistic of Satisfaction Level For Patanjali Products Vs Gender Group Test Results

Age Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction	Male	232	2.4698	1.26523	.08307
	Female	100	2.7700	1.28594	.12859

Table 3: Satisfaction Level for Patanjali products Vs Gender Group Test Results

Table 4: Group Statistics and Independent Samples t-Test of Gender group with satisfaction Level for Patanjali products

	Male		Female		t	df	p
	M	SD	M	SD			
Satisfaction level for Patanjali products	2.469	1.265	2.770	1.285	-1.962	331	.406

Table 4; $p > .05$. $N = 232$. T-test is not significant at the 0.05 level (2-tailed).

Table 4 depicts an independent-samples t-test among the gender group with satisfaction level for Patanjali products variable. There was not a significant difference between gender group and satisfaction level for Patanjali products variable. The mean scores for Male (M=2.469, SD=1.265) and Female (M=1.285,

SD=1.285) conditions; $t(331) = -1.962$, $p > .05$, at 0.05 level on two-tailed test. These results suggest that gender group do not have effect on satisfaction level for Patanjali products variable.

H₄: gender group does not have any difference in satisfaction level for Patanjali products variable.

The H₄ hypothesis was rejected. Because there was not a significant difference between gender group and satisfaction level for Patanjali products variable. It means participants gender group have not been influenced by satisfaction level for Patanjali products.

Limitations of the study

The research was aimed to study the consumer behaviour and their perception towards the Patanjali products across different demography's of gender, age and income level. The study also concentrated on finding what factors consumer had in their mind before the purchase of products and the satisfaction level among the consumers of the Patanjali products. The study comprised of a certain section of products under the brand Patanjali which decided later. The study was limited to consumers of Gandhinagar and Ahmedabad.

Conclusion

The findings and research undertaken as part of the project reveal that a variety of factors influence customer purchase behaviour and product purchases. The following conclusions can also be taken from the research: (1) There are considerable variances in Patanjali product usage levels among customers from various income groups. Patanjali's products are primarily purchased by people with lower economic levels, (2) The level of satisfaction with Patanjali products varies significantly among customers of all ages. The main users are between the ages of 26 and 35, (3) Males and females have about equal preferences for Patanjali items, (4) In comparison to any other Patanjali product, cosmetics are the most popular among clients, and (5) The appealing price and discount offered to clients are the main reasons for Patanjali's products.

Bibliography

1. Ahuja, A. K. (2017). *CONSUMER BEHAVIOR TOWARDS PATANJALI PRODUCTS:A STUDY ON CONSUMERS WITH REFERENCE TO ROHTAK DISTRICT OF HARYANA. KAAV INTERNATIONAL JOURNAL OF ECONOMICS, 4/ISS-2/A55, 405-410.*
2. Chauhan, V. S., & Derashri, K. (2021). *A COMPREHENSIVE PROJECT REPORT ON A STUDY OF CONSUMER PERCEPTION TOWARDS PATANJALI PRODUCTS IN VADODARA CITY. 9(4), 5250-5308.*
3. Gosher, D. S. (2017). *Customer preferences towards Patanjali products: A study on consumers with reference to Mumbai Suburban district. Ijariie, 3(1), 965-969.*
4. Jaggi, R., & Ghosh, M. (2017). *Consumer Perception of Patanjali Products: An Analytical Study. The IUP Journal of Brand Management, 14(1). www.researchgate.net*
5. Joshi, G. R., Com, M., & Phill, M. (2017). *Study On Consumer Awareness, Attitude And Preference Towards Herbal Products With reference to Patanjali. International Journal of Business and Management Invention ISSN, 6(10), 46-50. www.ijbmi.org*

6. Kataria, P. A. (2018). *Analytical Study of Patanjali Ayurveda Limited in India. International Journal of Latest Technology in Engineering, Management & Applied Science, VII(1), 167-171.*
7. Kumar, A. A. (2016). *Factors Influencing Customers Buying Behavior. Global Journal of Management and Business Reserach : E Marketing, 16(3), 30-35. iiste.org*
8. R.Khanna. (2015). *Customer Perception Towards Brand: A Study on 'Patanjali.'* *Global Journal of Management And Business Research, 15(9), 41. www.researchgate.net*
9. Ramya, N., & Ali, M. (2016). *Factors affecting consumer buying behavior September 2016. International Journal of Applied Research, 2(10), 76-80.*
10. Singh Yuvika, & Kaur Sarabjit. (2018). *A Study of Consumer Perception Towards Patanjali Brand with Special Reference to Mohali City. Biz and Bytes, 9(1), 122-127.*
11. Singh Yuvika, & Kaur Sarabjit. (2019). *A Study of Consumer Perception Towards Patanjali Brand with Special Reference to Mohali City. Biz and Bytes, 9(1), 122-127.*