

“A Researchon Consumer Preferences towards Pantanjali Products”

A.Sandhya Rani

Abstract: *There is a great need to help and protect our environment. To certain extent this can be achieved by preferring Green products. Patanjali is one such brand that encourages green Products. The present study focuses on identifying the factors influencing Consumer Preference towards Patanjali products and examines the influence of Age and Gender towards the consumer preference. The data is collected through the method of questionnaire with a Sample size of 200 respondents through Random Sample technique at ECIL area, Hyderabad. An hypothesis framed to examine if there is no significant influence of Age and Gender on Consumer Preference of patanjali products.*

Keywords: *Consumer Preference, Products, Patanjali, Ramdevbaba*

I. INTRODUCTION TO GREEN PURCHASING:

Baba Ramdev established the Patanjali Ayurved Limited in 2006 along with Acharya Balkrishna with the objective of establishing science of Ayurveda in accordance and coordination with the latest technology and ancient wisdom. Patanjali is also said to be benefiting from a change in consumer preferences towards herbal and ayurvedic products which are considered to be nearer to nature. It has also positioned itself as a swadeshi brand, which has an appeal among a category of consumers.

II. REVIEW OF LITERATURE

1. **K.Subbulakshmi P.Geethamani, (2017)¹**, in their study analysed the customer’s perception towards cosmetic items in patanjali products. Results show that most of the respondents are aware of the herbal cosmetics. The people now are not taking into account the cosmetics as luxury, most of the customers feel that there are more chemicals in cosmetics, which cause many side effects, and started switching over to herbal based cosmetics. Many respondents feel that there is more chemical combinations in the herbal cosmetics, which can be reduce by the manufactures, so that it would increase its usage by the customers.

2. **Sinha and Singh reported (2015)²**, she said that, competition in the cosmetic market in India between nation land international brand, and between herbal and chemical product. The increase tendency and attraction of younger generation especially female are towards the natural products.

3. **Dr. S. Jagadeesan & G. Vani, (2017)³**, analyzed the customer satisfaction towards hair oil users by college Students in Salem City.. It concluded that the College students prefer parachute brand of hair oil and the factor

analysis shows that value, quality, easy availability, relive dryness, suitable for hair, better shine, attractive package and quantity are the factors influencing the purchasing of hair oil brands by the customers

III. RESEARCH METHODOLOGY:

The present study focuses on identifying the factors influencing Consumer Preference towards patanjali products and examines the influence of Age and Gender towards the consumer preference. The data is collected through the method of questionnaire with a Sample size of 200 respondents through Random Sample technique at ECIL area, Hyderabad. An hypothesis framed to examine if there is significant influence of Age and Gender on Consumer Preference of patanjali products.

Demographic Characteristics of the Respondents Table No: 1

Table no:1 provides the details of the respondents

	18-24	108
Age	25-34	42
	35-44	42
	45-54	8
Gender	Male	93
	Female	107
Education	SSC	7
	Graduate	15
	Post Graduate	178
Occupation	Self Emp	16
	Pvt Emp	170
	Govt. Emp	14

Revised Manuscript Received on April 12, 2019.

Dr.A.Sandhya Rani, Associate Professor, School of Management Studies, Sreenidhi Institute of Science and technology, Hyderabad, Telangana, India. (drsandhya.asr@gmail.com)

IV. ANALYSIS AND RESULTS:

Awareness towards Patanjali Products

Awareness	Respondents
Partially aware	9
Aware	191
Total	200

Know About	Respondents
TV	126
Magazine	2
WOM	72
Total	200

Awareness analysis is done and found out Majority of sample(191 out of 200 are Aware of Patanjali products and also 126 respondents came to know about patanjali through TV, 2 -Magazine, 72- WOM.First awareness about patanjali product among the respondents is done with age, Next

awareness about the products of patanjali and examined Consumer preference using Chi Square

Gender	Awareness		Total
	Partially aware	Aware	
Male	7	86	93
Femal	2	105	107
Total	9	191	200

Out of the total 200 sample 93 respondents are males and out of them 86 Respondents are fully aware, 107 are females out of which 105 are fully aware about the patanjali products. It indicates out of 200 respondents a Majority of 191 are aware about patanjali products.From the Above table No:2 four products are taken for consideration that is toothpaste, shampoo, soaps, hair oils as per their usage. Analysis has been done between product and their preference.

Table:3 :Factors considered for the Preference of Patanjali product

Products	Ayurvedic	Brand	Better Quality	Low Price	Health conscious	Ramdev	Near by available	Advt
Toothpaste	135	138	159	138	170	128	157	153
Shampoo	137	122	147	125	154	116	148	137
Soaps	98	89	111	101	120	82	110	111
Hair oil	96	83	100	88	105	78	92	92

Table no: 3, shows on factors considered for the preference towards the products Toothpaste, shampoo, soaps and Hair oil. Due to Health consciousness, better quality, availability at stores and Ayurvedic factors respondents

prefer. This is again checked using Chi Square to check the significant influence of Age and Gender towards preference of Patanjali Products.

Table:4 Chi-Square Test :Gender and Preference towards Patanjali products

S no.	Factor	Degree of freedom	Chi-square value	Significant/Non Significant
1	Ayurvedic	2	0.15	Non significant
2	Brand	2	0.93	Non significant
3	Better Quality	3	0.10	Non significant
4	Low price	3	0.621	Non significant
5	Health Conscious	2	0.108	Non significant
6	Ramdev baba	3	0.450	Non significant
7	Near by Available	2	0.234	Non significant
8	Advt.	3	0.701	Non significant

The analysis shows that there is no significant influence of Gender towards the preference of Patanjali products.

Hence Null Hypothesis is accepted and alternative hypothesis is Rejected.

Table:5 Age and Preference towards Patanjali products

	Ayurvedic	Brand	Better quality	Low price	Health conscious	Ramdev baba	Nearly available	Advt.
18-24	86	81	100	87	108	80	95	95
25-34	39	36	39	33	42	32	35	39
35-44	42	35	38	35	42	28	42	33
>55	3	4	8	6	3	5	5	6

The above table, indicates that Health conscious, Ayurvedic factor and near by availability is given high numbers by the age group of respondents falling in between

18-44. This is again checked using Chi Square to check the significant influence of Age towards preference of Patanjali Products.

Table:6 Chi-Square Test : Gender and Preferences towards Patanjali product

S no.	Factor	Degree of freedom	Chi-square value	Significant/ Non-Significant
1	Ayurvedic	2	0.15	Non-significant
2	Brand	2	0.93	Non-significant
3	Better Quality	3	0.10	Non-significant
4	Low price	3	0.621	Non-significant
5	Health Conscious	2	0.108	Non-significant
6	Ramdev baba	3	0.450	Non-significant
7	Near by Available	2	0.234	Non-significant
8	Advt.	3	0.701	Non-significant

The analysis shows that there is no significant influence of Age towards the preference of Patanjali products. Hence Null Hypothesis is accepted and alternative hypothesis is Rejected.

V. SUGGESTIONS AND CONCLUSIONS:

Based on the study, Patanjali has a good scope of increasing its market share by penetrating more into rural segments; focus should be more on advertisements. Arranging more awareness campaigns and offering free samples. Patanjali is one such brand that encourages green Products . 18-24 age group respondents are using four products such as tooth paste, soap, shampoo, hair oil. A part from these products, there is more scope in increasing market share. If Patanjali would focus more on other products .

REFERENCES

1. K.Subbulakshmi P.Geethamani, (2017). A Study On Customers Perception Towards Cosmetic Items In Patanjali Products With Special Reference To Tirupur City, Intercontinental Journal Of Marketing Research Review, Volume 5, Issue 9, September Pp. 25 – 34.
2. Rekha and Gokila, (2016) Herbs and Herbalism. London: Orbis publishing Limited. Vol2, Page. 151
3. Jagadeesan, S., & Vani, G., “Consumer Satisfaction towards Parachute Hair Oil Usage among College Student’s in Salem City”. International Journal of Advanced Scientific Research & Development (IJASRD), 04 (10/I), 2017, 01 – 11.