

A STUDY ON CUSTOMER PREFERENCE TOWARDS PATHANJALI PRODUCT: A SPECIAL REFERENCE TO CHENNAI

Submitted in partial fulfilment of the requirement for the award of

Bachelor of Business Administration

by

K. VARALAKSHMI

(38280010)



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

APRIL - 2021



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **K.Varalakshmi (38280010)** who carried out the project entitled **"A STUDY ON CUSTOMER PREFERENCE TOWARDS PATHANJALI PRODUCT: A SPECIAL REFERENCE TO CHENNAI"** under our supervision from 6th January 2021 to 6th March 2021.

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Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYA BAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr.BHUVANESHWARI, MBA.,Ph.D., Dean – School of Management Studies** and **Dr.A.PALANI M.Com., M.Phil., M.B.A., Ph.D., Head of the Department** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.THNESH KUMAR, MCom.,M.B.A.,M.Phil.,Ph.D.,** for her guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching Non-teaching staff members of the **Department of Business Administration** who were helpful in many ways for the completion of the project.

K. VARALAKSHMI

Declaration

I **K. VARALAKSHMI 38280010** hereby declare that the project report entitled **A STUDY ON CUSTOMER PREFERENCE TOWARDS PATHANJALI PRODUCT: A SPECIAL REFERENCE TO CHENNAI** done by me under the guidance of **(Dr.THNESH KUMAR, MCom.,M.B.A.,M.Phil.,Ph.D.,)** is submitted in Partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

Date :

Place :

K. VARALAKSHMI

TABLE OF COTENTS

CHAPTER NO	TITLE	PAGE NO
	Abstract	v
1	INTRODUCTION	1-6
	1.1 Introduction	1
	1.2 Background of the Study	1
	1.3 Statement of Problem	3
	1.4 Objectives	3
	1.5 Significant/ Rationale of the study	4
	1.6 Definition of the Concepts and the Variables	6
	1.7 Limitations of the study.	6
2	LITERATUREREVIEW	7-11
	2.1 Theoretical Base	7
	2.2 Theoretical Framework	7
	2.3 Research Gap	11
3	RESEARCH METHODOLOGY	12
	3.1 Research Approach	12
	3.2 Research Design	12
	3.3 Types and Sources of data	12
	3.4 Population and sampling	12
4	Data Analysis	13-27
5	FINDINGS, SUGGESTION AND CONCLUSION	28
	5.1 Findings of the study	28-29
	5.2 Conclusion	30
	REFERENCE	
	APPENDIX – 1 Questionnaires	

ABSTRACTS

This project work report is about Customer Satisfaction towards Patanjali Ayurvedic Products. It has shown vast growth in economic conditions and branches are adding day by day. Some issues and problems were addressed through questionnaires and to some extent it helped to fulfill its objectives and research questions. This research was carried out by keeping in mind the Significance/Rationale of the study. The variables were price of products, quality of products, location of products, variety of products and loyalty of customers. This research used mix research approach (qualitative and quantitative). Causal comparative research design and descriptive research design were used. 100 samples were taken. Random and Convenience were carried out to find the result. Primary data were only used and those were collected via structure.

This Study provides insisted about the various dimension and their association with customer satisfaction on the study has come up with the finding that was requested through research objective the relationship of customer satisfaction dimension identified (price quality variety loyalty location) or tested with customer satisfaction on the basis of finding of the study it can be included the Pathanjali Product have gained. Significant place in the market and capture a huge of customers clue its quality price variety loyalty and location.

CHAPTER – I

INTRODUCTION

1.1 Introduction

A study on consumer perception towards on the Patanjali products provides a comprehensive analysis regarding the performance of the company and its product in the market. The ultimate aim of every business is to increase sales by finding out the factors that drive consumer's buying decisions. Consumer perception theory tries to analyze and explain consumer behavior. The perception of the same product or service by different consumers would vary. This is exactly what consumer perception theory analyses by finding out what exactly motivates or influences a consumer behavior in purchasing or not purchasing a specific product.

1.1 Background of the Study:

Philip Kotler (2008), observed that satisfaction is a person's feelings of pressure or Disappointment Resulting from Product's Perceived Performance (outcomes) in relation to his or her expectations. In (2016), observed that is a person's feelings of pressure or Disappointment Resulting from product's perceived performance in relation to his or her expectations.

A WHO (World Health Organization), Study Estimates that about 80 percent of world Population depends on natural products for their health care instead of modern medicines Primarily Because of side effect and high cost of modern medicine (Sharma, Shankar, Tyagi, Singh and Rao, 2008).

The Worldwide Herbal Market Products are around 6.2 billion and estimate to Reach 5 Trillion by the year 2050 (WHO and Kumar and Janagon, 2011).

Khanna (2015), Consumers is more Conscious for their health and Maintaining the quality of their health as well as provide maximum satisfaction. In (2015), carried a study on consumer perception regarding Patanjali products.

Rain and Shukla (2012), conducted a study to know the trends of patanjali products.

Layak and singh (2015), report “Desi bustle v/s MNC muscle” standing how Ramdev’s patanjali is getting trend for HUL and how baba Ramdev ’s unconditional marketing and strong follower base couple with aggressive pricing has helped him over-take established layering Ayurvedic FMCG like Emami and Himalaya.

Ali and Yadav (2015) carried a study to know about consumer perception towards herbal Products.

Although it’s clear that mental processes include many subtle subconscious effects, no evidence supports the notion that markets can systematically control consumers at that level, especially in term of changing moderately important or strongly held belief (Kotler, 2017).

Perception is a set people after assume that reality is objective that, we all perceive the same things in the same way (Gregory et al, 1995).

Cadogan and foster (2002), states that price is most important concern for the average consumer preferred brand that why their purchasing intention is not affected by price.

Yoon and Kim (2002), specifies that loyal customers was pay a premium even if the price has increased Because the risk is very high, they prefer to pay higher price for avoid the risk of any change said by.

Khraim (2011), state that produce quality plays a very important role in influencing customer to be brand loyal customers. Consumers preferred brand name, product quality, price promotion, store environment and service quality are related factors attributable to brand loyalty.

Nagaraju and Thejaswini (2015) in their study “Consumer perception analysis and Market awareness towards eco-friendly FMCG Products” analyzed the fact that the customers give more preference to eco-friendly FMCG products as they are very health and environment cautious.

Jashim Uddin Ahmed, Hafiza Sultana and Asma Ahmed (2018) Patanjali ayurved started as a small Pharmacy in Haridwar, India in 1997. It was incorporated as a private limited company in 2006 with the objective of integrating the latest technology and accident Ayurveda Wisdom soon the venture was converted into a public limited company in 2007 to facilitate its speedy expansion.

1.2 Statement of Problem:

Patanjali product is one of the most used Ayurvedic product. It is pure, effective, scientifically developed herbomineral products (Medicinal Plants play a significant role in providing primary health care services to rural India.)

Patanjali products which is aimed to connect to people. Patanjali have different products in many categories that include healthcare, medicines, nutrition and supplements, grocery, personal care etc. Patanjali products sell everything at the best possible rates in the market. I'm satisfied with the quality of Patanjali products that are driving the growth of business like ghee, chavanprash, toothpastes, shampoo and face wash is consensual an internal factors. Internal factors are external factors are size, shape, intensity and status. Patanjali products are more efficient than Nepali ayurvedic products.

However, there are some issues and problems related to Patanjali Ayurvedic products. Some side effects occurred according to users of these products. Having these side effects, the decrease of product user is ongoing. Also, due to side effects of synthetic products, herbal products are gaining popularity in world market. Nepal Ayurvedic companies are suffering from lack of innovation poor marketing and promotion. Attitude of consumer can also affect the purchasing decision. Lack of long term business plan and marketing strategy Patanjali product are falling behind.

1.3 Objectives

The study had the following specification objective are:

- i. To find the customers satisfaction Patanjali Ayurvedic products.
- ii. To examine quality, price, loyalty of customers.
- iii. To explore issues and problems related to Patanjali products.

1.4: Research questions

1.4.1 Research question:

- i. How does Customer Satisfaction affects the Patanjali Product?
- ii. What is the relationship between prices of Customer Satisfaction to words products?
- iii. How dose quality affect the customers satisfaction towards products?
- iv. What is the relationship between location of product found and customer satisfaction?

1.5. Significant/ Rationale of the study:

This study was help to explain the customer satisfaction regarding customers as they was stay loyal longer, was buy more as the retailer introduces new products and upgrades exiting brands, talk favorably about the retailer and its merchandise, pay less attention to competing brands and advertising and is less sensitive to price, offers products/service ideas to the retailer and costs less to serve than new customers.

To create healthier society and country with science of Ayurveda with the tag line “PrakrutikaAshirvad”. Patanjali had acquired large market share in short time through 47000 retail counters, 3500 distributors, multiple warehouses in 18 states, 10000 health centers, and 100 mega stores.

The growth rate of Patanjali is 130% and the future plans of the company talks about achieving 10000 corers business and expansion of the brand at the global market in the coming years and to reach top position in FMCG industry. If Patanjali was planning for far reaching the customer it must able to satisfy the customers with its products and also to acquire the brand loyalty.

Therefore, this study was conducted to assess the perception towards the brand and to know the consumers mindset about the brand in comparison to other brands. This research focuses on the factors influencing the success and popularity of the Patanjali products. This study can help to know whether the work done by the

company in the area of new products is able to satisfy the customers or not. The major focus of the study conducted therefore is to discover the factors that people are aware about the upcoming new products and the attribute of the product which attracted them for a trial. Consumers are provided with the best products, they wouldn't keep a brand enjoy such a position in the market. This study has made an attempt to identify the consumer's perception towards Patanjali products.

1.6 Definition of the Concepts and the Variables

Customer satisfaction:

Customer satisfaction is the result of comparing expectations and the experience. Customer satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his/her expectations. (Kotler, 2000).

Price

Price is the value placed on what is exchanged according to price and Ferrell (2008). It is the influential factor for customer satisfaction.

Quality

Quality means those features of products which meet customer needs and thereby provide customer satisfaction. In this sense, the meaning of quality is oriented to income. The purpose of such higher quality is to provide greater customer satisfaction and, one hopes, to increase incomes. Eldin (2011)

Location

According to Reilly (1931), Developed Reilly law of retail gravitation which is proposed that people are drawn to larger shopping thus larger cities tend to attract more customers to shop there than smaller ones therefore the need for supermarkets to consider location when put up facilities.

Variety

According to Kotler, product is anything, tangible or intangible, which can be offered to a market for attention, acquisition, use or consumption that might satisfy a need or want.

1.7. Limitations of the study.

- The study was conducted only in Chennai.
- The study was based on limited resources time.
- Due to the lack of time resource, money, convenient sampling is used.
- Product unavailability for the consumer in the market is one of the biggest limitation for Patanjali products.

CHAPTER – II

REVIEW OF LITERATURE

2.1 Theoretical Base:

Assimilation theory of based on Festinger's (1957) dissonance theory dissonance theory points that consumers make some kind of cognate comparison between exaptation about product and the perceived product performance.

According to Anderson (1973) customers seek to avoid dissonance by adjusting perceptions about a given period of bring it make in line with expectations. The study on the relationship between customer satisfaction, services quality and service loyalty in Molta's banks concluded that customer satisfaction plays a mediator role in the effect of service. Customers should be managed as assets and that customers vary in their needs, preferences, buying behavior and price sensitivity. (Kuther and Cripps,1997)

Contrast theory was first introduced by Hovland, Harvey and Sherif (1987). Dewes et al (1972).

Define cognitive theory as the discrepancy between one's own attitudes and the attitudes represented by opinion statements.

Disconfirmation theory argues that satisfaction is related to the size and direction of the disconfirmation experience that occurs as a result of comparing service performance against expectation.

Opponent process theory was originally a theory of motivation reformulated by Solomon and Corbit, which has been adapted from the basic physiological phenomena known as homeostasis.

2.2 Theoretical Framework :

Price

Loyalty

Customers

Satisfaction

Location Quality

Variety

Dependent Variable Independent variable There was relationship between dependent and independent variable dependent variable was customer satisfaction. And independent variable should be price of product, loyalty of customer, location of stores, quality of product, varieties of products.

Khanna (2015), Customer Perception towards Brand: A Study on Patanjali. Her objectives were to study the brand perception of Patanjali in minds of consumers, attributes that a customer keeps in mind while buying Patanjali products and the satisfaction level of consumers after using Patanjali products. Sample size were 100, questionnaire were used and descriptive research design was used. She pointed out that Customer's perception towards a brand was built largely on the satisfactory value the user received after paying for the product and the benefits the user looked for. Customers reasonable price of product, ability of product to cure the problem were the reason for satisfaction towards Patanjali Products.

Ali and Yadav (2015), A Study of Consumer Perception of Herbal Products in Bhopal. There objectives were to determine the reason why people are using herbal products, to compare the level of familiarity and favourability of consumers with Vindhya Herbal products and others brands available in the market and to analyze the aspects of consumer's familiarity, information desired and attitude with Herbal products. The sample size weight 60. Questionnaire where used to. Day concluded The attributes suggested by the respondent to use herbal products are prepared from natural ingredient, free from the side effect, fit for health and non-chemical.

Gupta and Garg (2016), Desi Bustle v/s MNC Muscle: How Ramdev's Patanjali is Setting Trend for HUL. There objectives were to find why consumer prefer Herbal products and

Natural products, to explore that whether consumers are familiar with the Ayurvedic and herbal products with other brands available in the market, to analyze the attitude of consumers towards herbal products and to analyze the role of media in promotion of Patanjali products. The primary data and secondary data were used. Face to face interviews was

taken. Revealed that herbal and Ayurvedic were bought on daily, monthly and fortnightly basis. All herbal and ayurvedic products were made from natural essence and they were having no side effects at all. Further posters, banners and mass media, retail stores were major sources of information for consumers for buying these herbal products.

Sangeetha (2017), A Study Consumer Behaviour and Preferences towards Patanjali Ayurveda. in order to retained and satisfied the customers. There fulfilled claims made by company before any other brand mushroomed up and take away the benefits of marketing through spirituality. Within a short Period of time Patanjali had was taken good position in the market and created a positive mark in the buyers perspective. Within a short Period of time Patanjali had will taken good position in the market and created a positive mark in the buyers perspective.

Frank (2018), Consumer Purchase Behaviour towards Patanjali Brand in Mangalore. Her objectives were to know the attributes that a customer keeps in mind while buying Patanjali products, to study the satisfaction after using Patanjali products, to study the customer perception of Patanjali consumers and to evaluate and suggest the valuable factors which will help to increase the sales and revenues. The sample size were 490. She concluded that It has position customers in a right path and continue the delivery of the quality product to reach the pinnacle of success.

Singh and Kaur (2018), A Case Study of Patanjali Ayurved Ltd. in Context to Swadeshi. There objectives were to know how the Swadeshi product of Patanjali Ayurved Ltd. is going to prove successfully. High quality in terms of ingredients as well as health benefits. Marketing the products on the lines of made in India. Products from Patanjali are available at around 15-30% cheaper than alike products from peer companies. Strengths, weaknesses, opportunities and threats of Patanjali Ayurvedic Limited and various USP that a plays key role in the success story of Patanjali Ayurved Ltd. Patanjali and Swami Ramdev had become

a brand in Indian market with the most specific strategy of first establishing himself as a brand personal and then positioning the Patanjali Product line on right time to right consumers with Swadeshi Alternative.

Jaggi and Ghosh, R.(2017), Consumer Perception of Patanjali Products: An Analytical Study. There objectives were to this study aims at deconstructing the brand perception of Patanjali Ayurved Limited from the point of view of its customer base. Sample size were 112. Questionnaire were used. They concluded that The indigenous nature of the products had a strong symbolic value, which seem to had clearly translated into material benefits for the Patanjali brand.

Bandaru (2017), Factors influencing the Customers towards Patanjali Natural Food Products: A Study in Hyderabad City. His objectives were to identify the factors influence the customers towards Patanjali food products, to study the customers experience with Patanjali food products and to examine the relationship between influencing factors Swadesh products and demographic variables of the respondents. The sample size of the study is 100. Questionnaire and administered were used. .He concluded that Patanjali Ayurvedic and natural food products were going to occupy major share and becoming a leader in Indian food market.

Ruba and Anitha (2018), Consumer satisfaction on Patanjali Products. Her objectives were to study the usage of Patanjali Products and to ascertain in the determinants of consumer's level of satisfaction on Patanjali Products. The sample size were 182. Questionnaire were used. Convenient sample was used. They concluded that This have made the consumers to shift to herbal and ayurvedic products and with this contacts the study has been done to identify the consumers satisfaction one the Patanjali ayurveda products.

Anupriya (2017), A Study on Consumer's Preference and Perception towards Patanjali Product. Her objectives were to study the brand preference of Patanjali in customer view, to study the brand perception of Patanjali in the minds of consumer and to study the satisfaction level of consumer after using

Patanjali Products. The sample size were 100. Questionnaire were used. Convenient sample was used. She pointed out that All the selected reespondents were selected the product due to the customers are satisfied with the quality and price of the products.

2.3 Research Gap

Research gap refers to the knowledge gap which still need and concluded through research. Through this research some important elements or components of customer perception towards Patanjali product in Chennai are studied but there are other valuable components remains which has larger scope on customer satisfaction towards Patanjali Ayurvedic products research area. There is a gap of time. This is based on only limited number of respondent in Chennai. In other hand, there also a gap in some tool that is used in this research which is different than previous research studies.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Approach

Customer satisfaction toward Patanjali product was used mixed of research approach. The independent variables like quality, loyalty, service, etc are related to qualitative approach, while price, location, variety etc are related to qualitative approach. While price, location, variety etc are related to qualitative approach of research.

In qualitative approach, we was get depth knowledge and explain the issue or subject rather the finding the solution or coming to the conduction, survey, interview, and questionnaire was conducted via qualitative approach.

3.2 Research Design

This research was use causal comparative research design. It is a research design which was show the cause of the problem. It collects and present the facts and the figure in a certain situations. It was estimated the number of respondents processing certain attributes and come up with predictions. So, description research design was suitable.

Regarding causal comparative research design, what affects the dependent variable Customer satisfaction is dependent variable while price, location, service, quality, loyalty, variety of product may to unsatisfied towards the business firm. Researcher's goal is to determine whether the independent variable affected the outcomes or dependent variable, by comparing two or more groups of individuals.

3.3 Types and Sources of data

There are basically two types of data i.e. primary data and secondary data. In this study primary was taken into consider to get relevant data needed. Primary data was generated through face to face interviews, questionnaire, survey method.

3.4 Population and sampling

Due to limited time, energy, budget, samples taken around Kathmandu valley. Convenience sampling of non-probability sampling as well as random sampling was taken into consideration for this specific research.

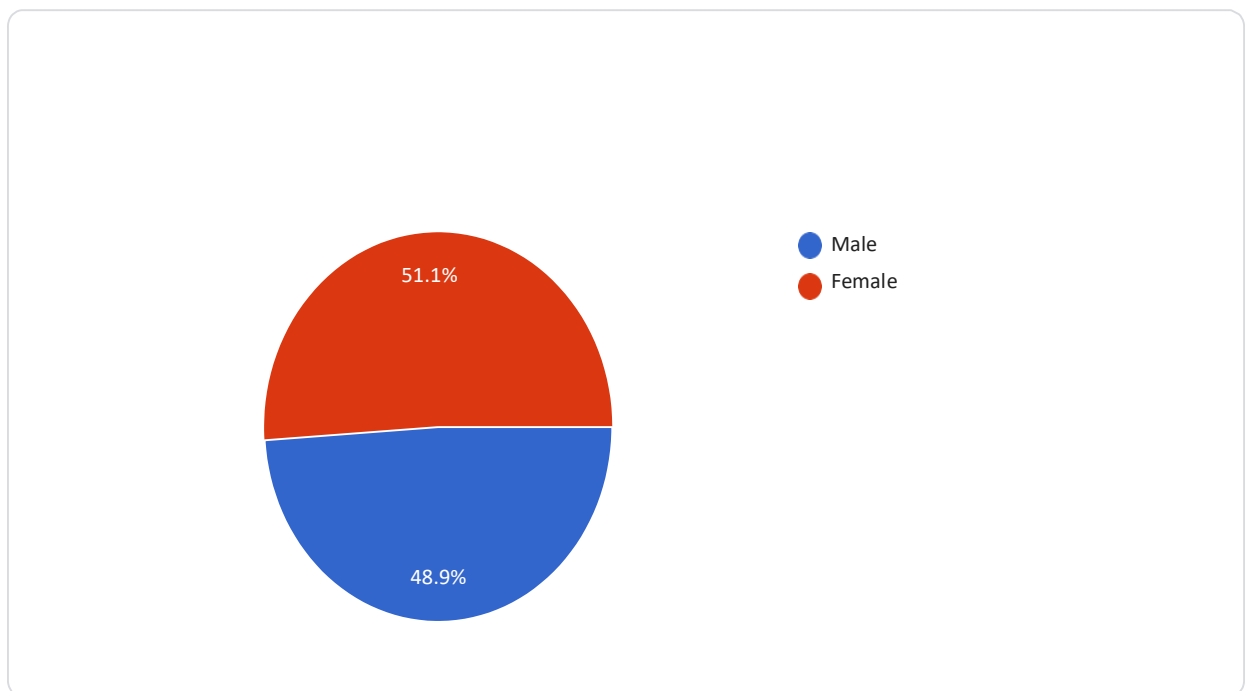
Chapter 4

DATA ANALYSIS AND INTERPRETATION

Table 4.1. Gender on the Respondents

Gender	No of Repondents	Percentage
Male	49	48.9
Female	51	51.1
Total	100	100

Chart 4.1 Gender of the Respondents



INTERPRETATION

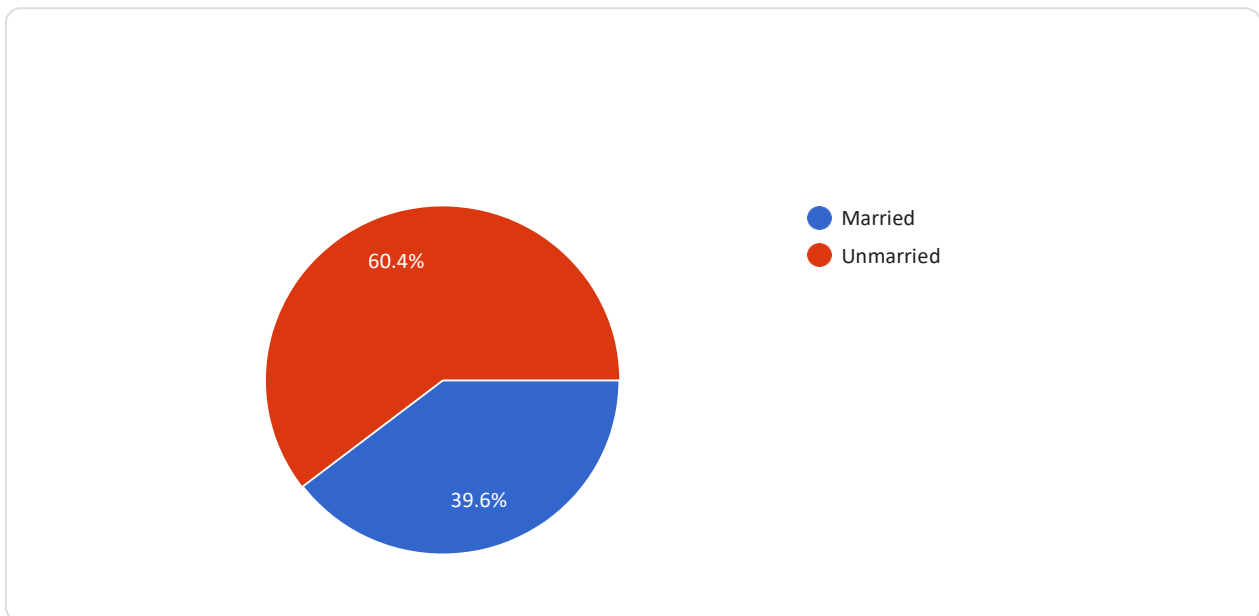
From the above Table it is interpreted that the number of respondents Male 48.9%, Female 51.1%

INFERENCE : Majority (51.1%) of the respondents are Female

Table 4.2 Martial status on the Respondents

Martial Status	No of Respondents	Percentage
Married	60	60.4
Unmarried	40	39.6
Total	100	100

Chart 4.2 Martial status of the Respondents



INTERPRETATION

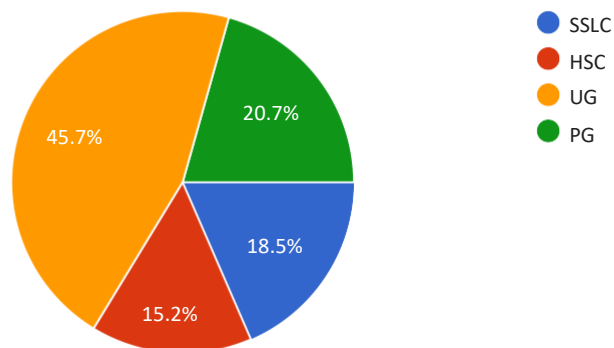
From the above Table it is interpreted that the number of respondents Married 39.6%, Unmarried 60.4%

INFERENCE : Majority (60.4%) of the respondents are Unmarried

Table 4.3 Educational Qualification on the Respondents

Educational Qualification	No of Respondents	Percentage
SSLC	19	18.5
HSC	15	15.2
UG	45	45.7
PG	21	20.7
Total	100	100

Chart 4.3 Educational Qualification on the Respondents



INTERPRETATION

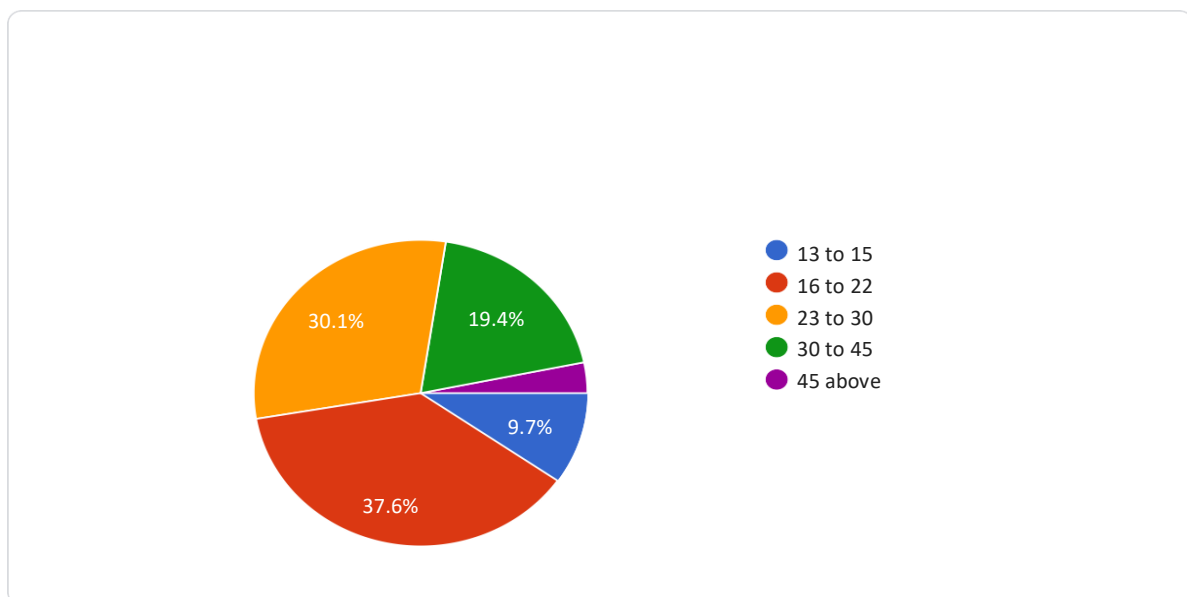
From the above Chart it is interpreted that the number of respondents SSLC 18.5%, HSC 15.2%, UG 45.7%, PG 20.7%

INFERENCE : Majority (45.7%) of the respondents are UG.

Table 4.4 Age Category on the respondents

Age	No of Respondents	Percentage
13 to 15	10	9.7
16 to 22	37	37.6
23 to 30	30	30.1
30 to 45	19	19.4
45 above	1	1
Total	100	100

Chart 4.4 Martial status of the Respondents



INTERPRETATION

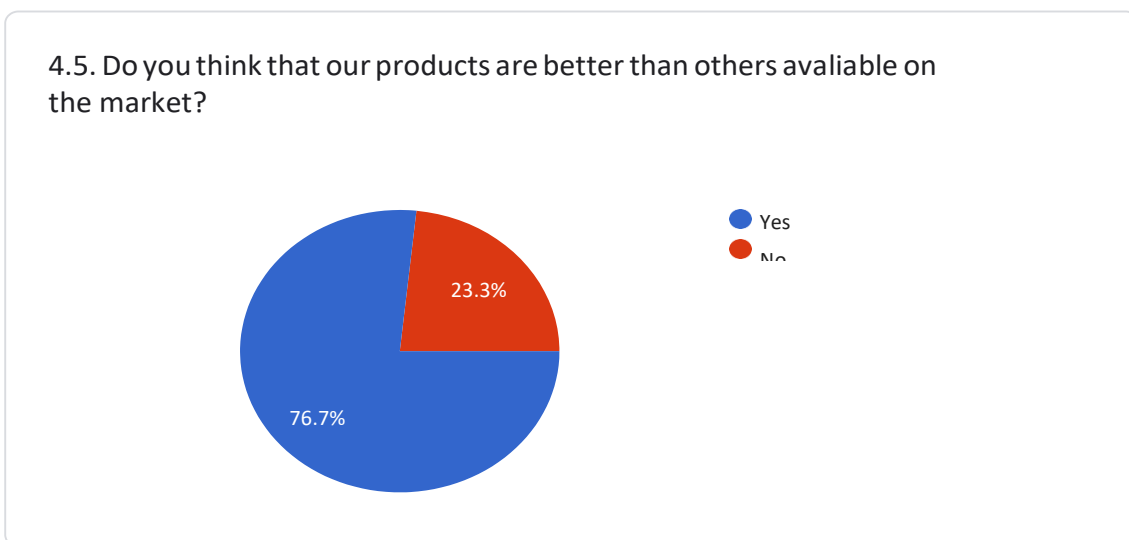
From the above Chart it is interpreted that the number of respondents 13 to 15 9.7%, 16 to 22 37.6%, 23 to 30 30.1%, 30 to 45 19.4%, 45 above 1%

INFERENCE : Majority (37.6%) of the respondents are 16.22

4.5 Table on the respondents Better Product

Better Product	No of Respondents	Percentage
Yes	77	76.7
No	23	23.3
Total	100	100

Chart 4.5 Better Product of the Respondents



INTERPRETATION

From the above Chart it is interpreted that the number of respondents Better Product Yes 76.7%, No 23.3%

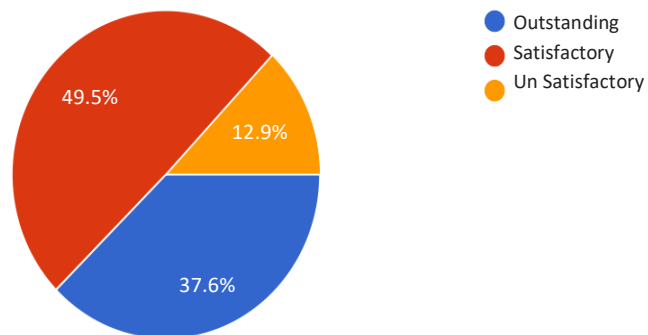
INFERENCE : Majority (76.7%) of the respondents better Product

4.6 Table on the Respondents Satisfaction Level

Satisfaction Level	No of Respondents	Percentage
Outstanding	38	37.6
Satisfactory	50	49.5
Un Satisfactory	12	12.9
Total	100	100

Chart 4.6 Satisfaction of the Respondents

4.6. How do you rate your satisfaction level with the product sample?



INTERPRETATION

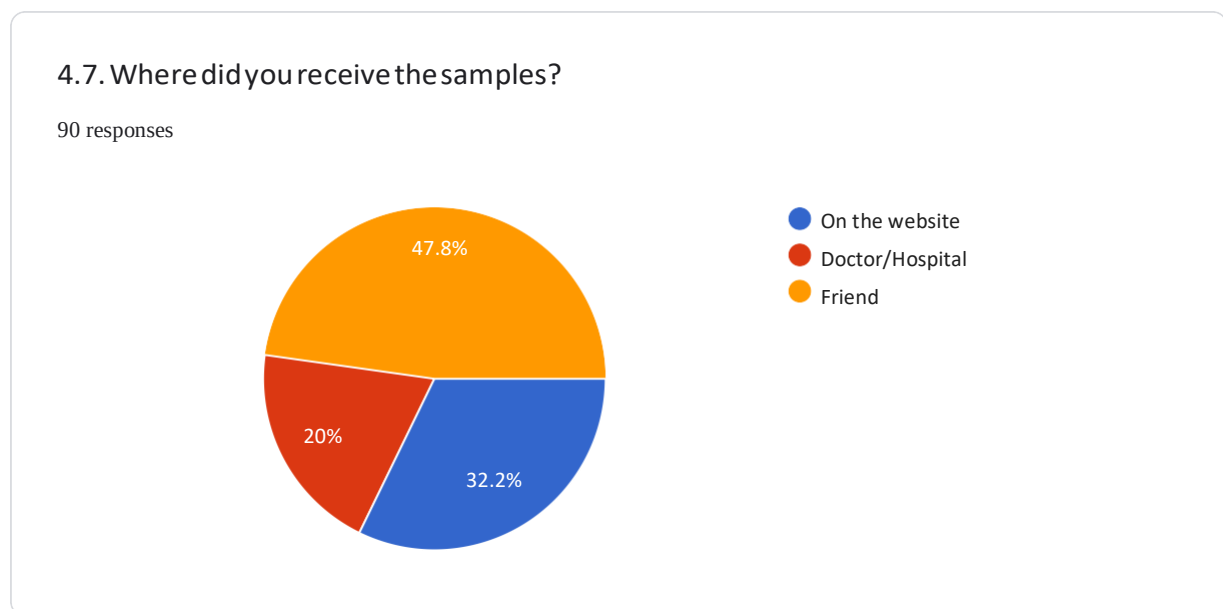
From the above Chart it is interpreted that the number of respondents Satisfaction Outstanding 37.6%, Satisfactory 49.5%, un Satisfactory 12.9%

INFERENCE : Majority (49.5%) of the respondents Satisfactory

4.7 Table on the respondents Samples

Samples	No of Respondents	Percentage
On the website	32	32.2
Doctor/Hospital	20	20
Friend	48	47.8
Total	100	100

Chart 4.7 Samples of the Respondents



INTERPRETATION

From the above Chart it is interpreted that the number of respondents Samples

On the website 32.2%, Doctor/Hospital 20%, Friend 47.8%

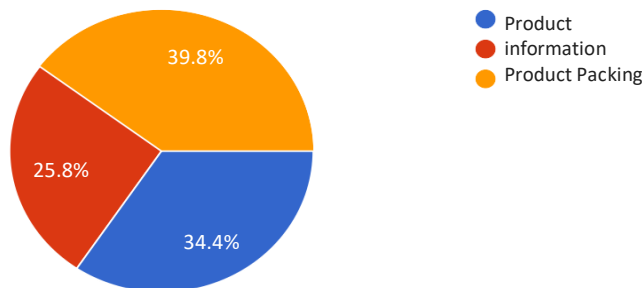
INFERENCE : Majority (47.8%) of the respondents Friend

4.8 Table on the respondents Given option

Given Option	No of Respondents	Percentage
Product	34	34.4
Information	26	25.8
Product packing	40	39.8
Total	100	100

Chart 4.8 given option of the Respondents

4.8. According to you which of the given options should be improved?



INTERPRETATION

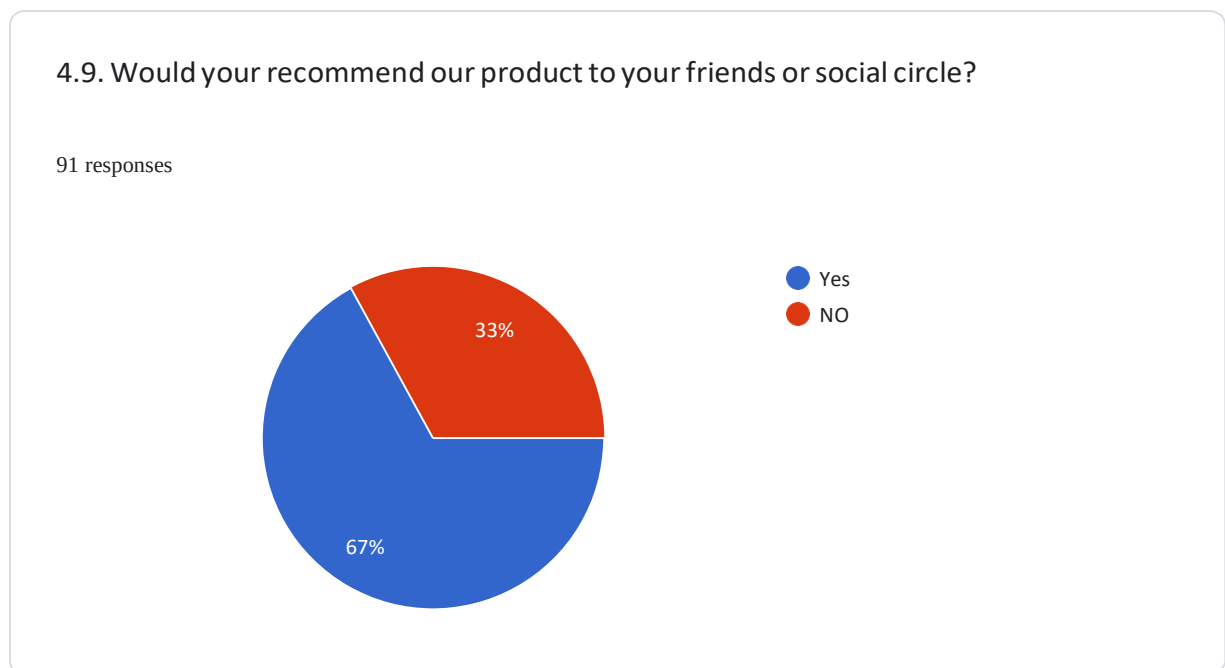
From the above Chart it is interpreted that the number of respondents Given Options Product 34.4%, Information 25.8%, Product Packing 39.8%

INFERENCE : Majority (39.8%) of the respondents Product Packing

4.9 Table on the respondents Friend Social Circle

Friend Social Circle	No of Respondents	Percentage
Yes	67	67
No	33	33
Total	100	100

Chart 4.9 Friend Social circle of the Respondents



INTERPRETATION

From the above Chart it is interpreted that the number of respondents Social Circle Yes 67%, No 33%

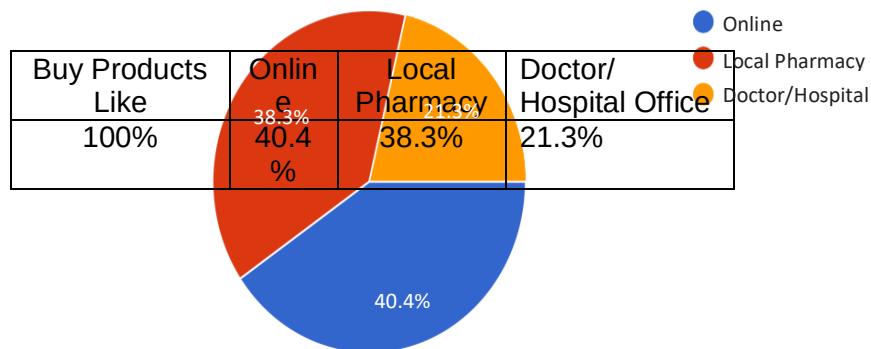
INFERENCE : Majority (67%) of the respondents Social Circle

4.10 Table on the respondents Buying Products

Buying Product	No of Respondents	Percentage
Online	40	40.4
Local Pharmacy	38	38.3
Doctor / Hospital	22	21.3
Total	100	100

Chart 4.10 Buying Product of the Respondents

4.1.1 How do you prefer to buy products like this?



INTERPRETATION

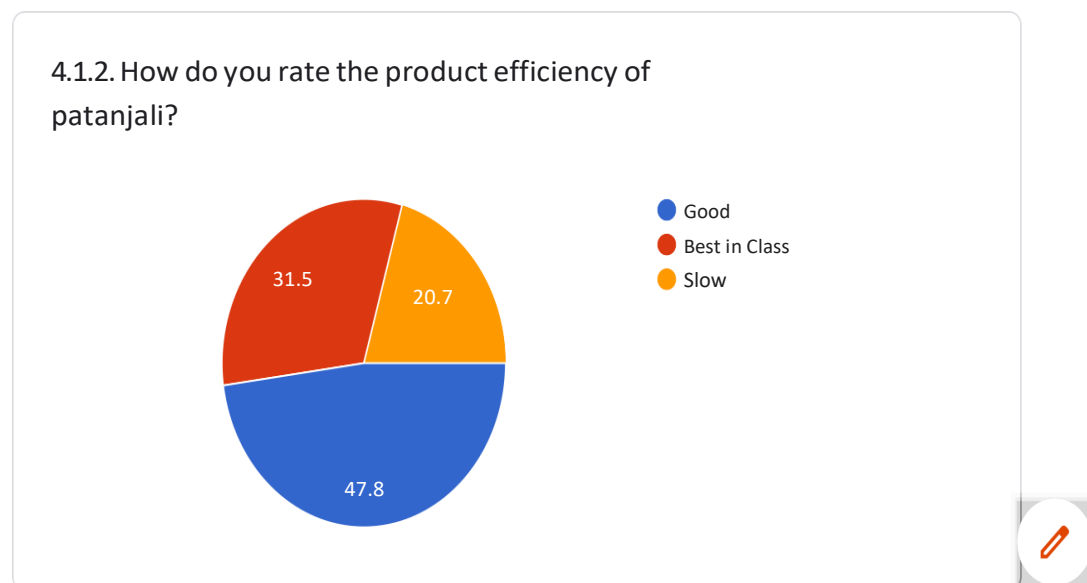
From the above Chart it is interpreted that the number of respondents Buying Products Online 40.4%, Local Pharmacy 38.3%, Doctor / Hospital 21.3%

INFERENCE : Majority (40.4%) of the respondents Buying Product

4.11 Table on the respondents Product Efficiency

Product Efficiency	No of Respondents	Percentage
Good	48	47.8
Best in class	36	31.5
Slow	21	20.7
Total	100	100

Chart 4.112 Product Efficiency of the Respondents



INTERPRETATION

From the above Chart it is interpreted that the number of respondents Product Efficiency Good 47.8%, Best Class in 31.5%, Slow 20.7%

INFERENCE : Majority (47.8%) of the respondents Good.

4.12 Table on the respondents Product Literature

Product Literature	No of Respondents	Percentage
Easy to understand	40	40.4
No side effect this	33	32.6
Product tough to	27	27
Total	100	100

Chart 4.12 Product Literature of the Respondents



INTERPRETATION

From the above Chart it is interpreted that the number of respondents Product Literature

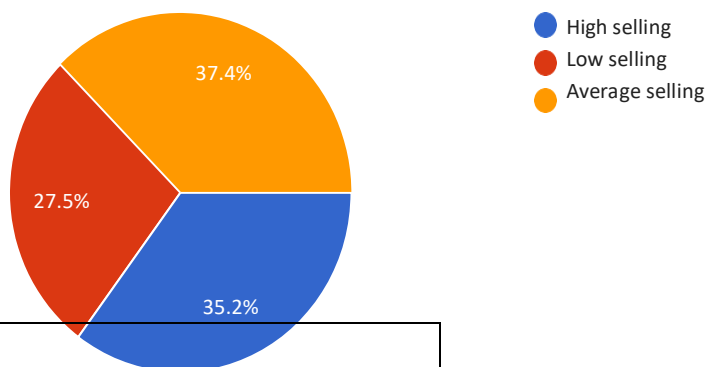
INFERENCE : Majority (40.4%) of the respondents Product literature

4.13 Table on the respondents Sales of Pathanjali

Sales of Pathanjali	No of Respondents	Percentage
High selling	35	35.2
Low Selling	28	27.5
Average Selling	37	37.4
Total	100	100

Chart 4.13 Sales of Pathanjali of the Respondents

4.1.4. What is the demand of sales of pathanjali product?



INTERPRETATION

From the above Chart it is interpreted that the number of respondents Sales of pathanjali High speed 35.2%, Low selling 27.5%, Average selling 37.4%

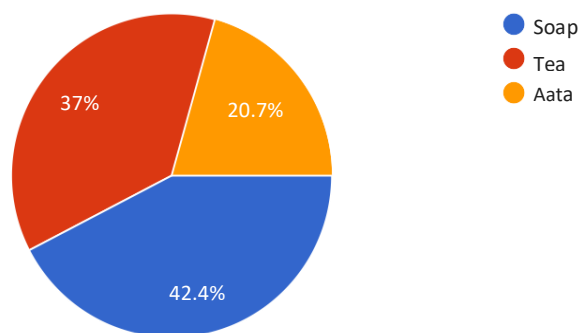
INFERENCE : Majority (37.4%) of the respondents Sales of pathanjali

4.14 Table on the respondents Demand of Pathanjali

Demand of Pathanjali	No of Respondents	Percentage
Soap	42	42.4%
Tea	37	37%
AAta	21	20.7%
Total	100	100

Chart 4.14 Demand of Pathanjali of the Respondents

4.1.5. What is the demand of pathanjali



INTERPRETATION

From the above Chart it is interpreted that the number of respondents Demand of Pathanjali Soap 42.4%, Tea 37%, Aata 20.7%

INFERENCE : Majority (39.8%) of the respondents Tea

4.15 Table on the respondents Given option

Given Option	No of Respondents	Percentage
Product	34	34.4
Information	26	25.8
Product packing	40	39.8
Total	100	100

INTERPRETATION

From the above table it is interpreted that the number of respondents have preferred that Pathanjali product packing gives more attraction to buy that product 39.8%, followed by Product 34.4% and Information 25.8%

INFERENCE : Majority (39.8%) of the respondents Product packing.

CHAPTER V

FINDINGS, SUGGESTION AND CONCLUSION

5.1 Findings

The research makes a clear description of the customer satisfaction towards Patanjali Ayurvedic products. Price, quality, variety, location and loyalty are very important for the customer satisfaction.

Data were collected by a self-administered questionnaire. Printed questionnaire were distributed to 100 respondents. The questionnaire was collected using tools such as 5 point Likert scale. Collected data were analyzed and the result of the data is presented using pie chart and bar-diagram. The literature review provides the inner view about the independent and dependent variables. Based on the literature review it concludes that there is the relationship between different independent variable. Hypothesis was developed in order to find the relationship price, quality, variety, location and loyalty and customer satisfaction towards Patanjali products. In order to find out the result of the data analysis, SPSS was used. There are following summary and the conclusions of findings as per the analysis of data.

On the basis of overall data presentation and analysis portrayed above from the information gathered from the survey, I have come up with the different findings which further assisted in making the conclusion of the research

- ❖ For this study, the number of sample taken for research study was 100 respondents.
- ❖ It was taken on random basis to find out the customer perception toward Patanjali product. It includes age, gender, education, Market, martial Status, Rate Satisfaction Level, Receive the Sample, Pathanjali Product literature, Demand of Pathanjali Product.
- ❖ As per 100% shows the age of respondents where under 13-15 is 9.72%, 16-22 is 37.6%, 23-30 is 30.01%, 30-45 is 19.4% and 45 above are 0%

- ❖ As per the gender of respondents where 48.9% are male and 51.1% are female.
- ❖ The result shows from the level of education of respondents maximum are SSLC i.e 18.5%, HSC i.e.15.2%, UG i.e. 45.7% and PG i.e. 20.7%
- ❖ The result shows from the level of martial status of respondents married i.e.39.6%, Unmarried i.e. 60.4%
- ❖ A Level of market better than others available yes 76.7%, No. 23.3%
- ❖ A Product satisfaction Level outstanding 37.6%, satisfactory 49.5%, Un Satisfactory 12.9%
- ❖ The Product receive the samples receive on website 32.2%, receive on Doctor/Hospital in 20% and receive the friends circle 47.8%
- ❖ The Products demands on High Selling 35.2%, Low Selling 27.5%, Average Selling 37.4%
- ❖ After hypothesis testing, we found whether there is significant relation between independent variable and dependent variable or not.
- ❖ There is the significant relationship between price and customer satisfaction towards Patanjali Ayurvedic products.

5.2 Conclusion

This study provides insight about the various dimension and their association with customer satisfaction. The study has come up with the finding that was requested through research objectives. The relationship of customer satisfaction dimension identified (price, quality, variety, loyalty, location) are tested with customer satisfaction.

Patanjali sells its products with a very high quality less than its brand image. Many people like Patanjali because of quality and with the message is to promote 'Ayurveda' and 'health and safety', it can be a very effective way of promotion and that is why the company is able to do miracles with its simple yet effective packaging. The price of Patanjali products is reasonable. On the basis of finding of the study, it can be concluded that Patanjali product have gained significant place in the market and capture a huge lot of customers due to its quality, price, variety, loyalty and location.

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QUESTIONNAIRES

1. Do you think that our products are better than others available on the market?

- ☐ Yes
- ☐ No

2. How do you rate your satisfaction level with the product sample?

- ☐ Outstanding
- ☐ Satisfactory
- ☐ Un Satisfactory

3. Where did you receive the samples?

- ☐ On the website
- ☐ Doctor/Hospital
- ☐ Friend

4. According to you which of the given options should be improved?

- ☐ Product information
- ☐ Product Packing
- ☐ Product Performance

5. Would you recommend our product to your friends or social circle?

- ☐ Yes
- ☐ No

6. How do you prefer to buy products like this?

- ☐ Online
- ☐ Local Pharmacy
- ☐ Doctor/Hospital Office

7. How do you rate the product efficiency of patanjali?

- ☐ Good
- ☐ Best in Class
- ☐ Slow Response

8. Why do you like pathanjali product literature?

- ☐ Easy to understand
- ☐ No side effect this products
- ☐ Tough to understand

9. What is the demand of pathanjali product?

- High selling
- Low selling
- Average selling

10. What is the demand of pathanjali product?

- Soap
- Tea
- Aata

10. What is the demand of pathanjali product?

- Soap
- Tea
- Aata

11. How are the working hours at pathanjali Ayurved Ltd?

12. What questions did they ask during your interview at pathanjali ayurved?

13. How should you prepare for an interview at pathanjali ayurved Ltd?

14. How did you feel about telling people you worked at patanjali Ayurved Ltd?

15. What benefits does patanjali ayurved Ltd offer?