



Perception and Awareness about Patanjali Products

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Abstract

With each passing day demands of herbal products has increased due to their chemical less and quality products. The Indian market is flooded with numerous well known and recognized herbal brands. Patanjali is one of the most respectable and demanded brand in terms of herbal products. Our research work is all about to know the thoughts and viewpoints of common people whether consumer or non consumer of Patanjali. In our research work we have tried to get an idea about the position of patanjali amongst people in comparison of other brands in terms of FMCG products. We have used different methods like tables, graphs, charts etc to describe it more effectively and which will also help in understanding it more easily. We have also used a questionnaire to know the view points of different people of different age group, gender, and occupational level. We have also used some secondary data to get an idea about the results of any research made on patanjali earlier. We choose 200 people randomly to fill our questionnaire and interpreted their answer with the percentage method to make the result easier. The questionnaire is containing different sections for both the users and non users of Patanjali products. Also there are all types of question provided by us to know the perception of people like Open ended, MCQ, and ranking based questions.

I. Study subjects

200 respondents

The study consists of both qualitative and quantitative research. **To more details, we further conducted qualitative research via structured and open ended questionnaires on 200 respondents.** One-on-one interview was also conducted with few people, the attributes, benefits and brands suggest were incorporated into

quantitative studies. The purpose of this research oriented term paper is to understand the perception and awareness consumer hold towards Patanjali products

II. Findings

Fast moving Healthcare Goods (FMHG) in India worldwide called as Nutraceutical, defined as, ingredients with human health benefits beyond basic nutrition industry is expected to grow by 29 % to USD 6.1 billion by 2019-2020 due to changing lifestyle and rising awareness about health and fitness

In our survey we found that Patanjali's beauty products are highly and commonly used by people up to the rate of 36% and the least consumed product of Patanjali are from the category of Food grains and Spices i.e. 3% and 4%

Food items are consumed up to the rate of 18% . and the products in the category of Patanjali divya Ayurved are consumed up to the rate of 9%

Highlights

- In the study of WHO (WORLD HEALTH ORGANISATION) it estimates that about 80 percent of world population depends on natural products for their health care instead of modern medicines the reason for this is the side effects and high cost of modern medicine. In the study of WHO the worldwide herbal market products are around \$6.2 billion and estimated to reach \$5 trillion by the year 2050. Indian herbal exports valued at about INR (Indian National Rupee) 874 cr (1cr =10 million) in 2001-02 constitute about 73% in the form of crude drugs and extracts and 27 % as finished products (Government of India Planning Commission, 2006)
- INTERPRETATION: we found that 29% people are not using Patanjali products



- From the above pie chart we found that mostly people are satisfied with the Patanjali's overall quality. There are very few people who are unsatisfied with Patanjali products quality.
- In our research we have found that maximum no. of people do consume Patanjali product and are satisfied with its usage.
- With the help of the following points what we found through our research can be understood better: As Patanjali is providing only herbal products with least usage of chemicals and harmful substances, people are in a state to believe this brand because of the less risk of their health and body.
- As per our research which was conducted on 200 random people, we got the response as 91% people use Patanjali product and out of them only 9% people are not satisfied with its services and rest of the people are satisfied.

III. Summary

Introduction

In the study of WHO (WORLD HEALTH ORGANISATION) it estimates that about 80 percent of world population depends on natural products for their health care instead of modern medicines. The reason for this is the side effects and high cost of modern medicine. In the study of WHO the worldwide herbal market products are around \$6.2 billion and estimated to reach \$5 trillion by the year 2050. Indian herbal exports valued at about INR (Indian National Rupee) 874 cr (1 cr = 10 million) in 2001-02 constitute about 73% in the form of crude drugs and extracts and 27% as finished products (Government of India Planning Commission, 2006).

In the study of WHO the worldwide herbal market products are around \$6.2 billion and estimated to reach \$5 trillion by the year 2050.

The Indian herbal market is registering a tremendous growth and it had reached INR 14,500 cr by 2012 and exports to INR 9,000 cr with a CAGR of 20 and 25% respectively, according to Associated Chambers of Commerce and Industry of India.

Patanjali Ayurved Limited is an Indian FMCG company, located in the industrial area of Haridwar, the company manufactures herbal products and minerals.

According to CLSA and HSBC, Patanjali is the fastest growing fast-moving consumer company in India.

It is valued at Rs.13000 cr (US\$1.9 billion) and some predict revenues of Rs.5000 cr (US\$740 million) for the fiscal 2015-16.

It is not a company-concept that links the rising fortune of millions of rural masses on the one hand

and many more suffering from unhealthy urban life style on the other hand.

IV. Objectives

The purpose of this research-oriented term paper is to understand the perception and awareness consumer hold towards Patanjali products.

The overall objectives are as follows: To study consumer behavior in purchasing of Herbal products.

To know the product preference of consumers regarding Patanjali products.

To know the perception of people about Patanjali products.

To determine the reason for brand preference of Patanjali products.

V. Methods

To define the problem and construct a research design, we went through a series of processes.

We first collected secondary data available from various sources on ayurvedic and herbal products. Journals, articles, research reports and government documents were reviewed to get the insight of previous interventions that the stakeholders and policy makers have already in place.

Websites of natural products manufacturing company and online documents were investigated to conduct this research.

To have the glimpse of preliminary feeling about Patanjali Ayurved, we personally interacted with the users of Patanjali products.

The study consists of both qualitative and quantitative research.

We further conducted qualitative research via structured and open-ended questionnaires on 200 respondents.

One-on-one interview was conducted with few people, the attributes, benefits and brands suggest were incorporated into quantitative studies.

VI. Results

This research work has been conducted to know the Perception and Awareness of both consumers and non-consumers about the products produced and offered by the Patanjali to the common people.

We tried to know the perception of all range of age group coming under 15 – 40, both Male and Female but our main targets were females of age 15 – 30.

It is because females have been always more concerned about their health, looks and overall personality in terms of daily routine.

With the help of the following points what we found through our research can be understood better: As Patanjali is providing only herbal products with least



usage of chemicals and harmful substances people are in a state to believe this brand because of the less risk of their health and body

VII. Conclusion

As we are concluding our report we can say that even today the overall demand of the products by the customers mostly results for non – herbal products but slowly and surely consumers are taking a turn towards herbal products and Patanjali is the king of herbal products market.

As per our research which was conducted on 200 random people, we got the response as 91% people uses Patanjali product and out of them only 9% people are not satisfied with its services and rest of the people are satisfied.

In our research we have got to know various perceptions of different people about Patanjali with both types of responses positive and negative.

Most of them were good and praising, but this research report emphasizes different defaults which customers believes that Patanjali had done in its different fields of factors like price, quality, packaging, brand name etc.

In our research work we have used both primary and secondary sources to get the view points and perceptions of consumers

Contributions

Now as we are concluding our report we can say that although even today the overall demand of the products by the customers mostly results for non – herbal products but slowly and surely consumers are taking a turn towards herbal products and Patanjali is the king of herbal products market. People are accepting and demanding Patanjali very frequently. As per our research which was conducted on 200 random people, we got the response as 91% people uses Patanjali product and out of them only 9% people are not satisfied with its services and rest of the people are satisfied. In our research we have got to know various perceptions of different people about Patanjali with both types of responses positive and negative. Although most of them were good and praising, but this research report also emphasizes different defaults which customers believes that Patanjali had done in its different fields of factors like price, quality, packaging, brand name etc. In our research work we have used both primary and secondary sources to get the view points and perceptions of consumers.