

Generation Y Consumer Perception of Patanjali Products in Kerala

Brijesh Salil, Soni Vivek



Abstract: FMCG is one of the sectors which are rapidly rising all over the world. There are many FMCG companies in India including Hindustan Unilever (HUL), Procter & Gamble (P&G), India tobacco company (ITC), Patanjali, etc. The objective of the study is to understand the consumer perception of Patanjali products in Kerala, India. The primary data was collected from a structured questionnaire with 100 respondents. The major finding in the study says that Quality and Natural product are the two main things that influences customer to buy Patanjali products in Kerala. Further analysis brought out the whether the Patanjali will sustain in the market or not, majority of the people told that they will buy the product again and they will recommend the product to their friends and relatives. So with this we can say that the Patanjali products will sustain in Kerala market.

Keywords: FMCG, Consumer perception, Patanjali

I. INTRODUCTION

In the Indian framework, views and attitudes of a brand are very critical for company because Indian customers mainly rely on their loved ones' view and decisions before they genuinely buy or begin using the item. In brief, our choice to purchase or not the item is effectively influenced by the view of the individuals around us. FMCG is a unique class of products that are quick, big and relatively inexpensive to be marketed. It is also referred to as the Packaged Consumer Goods (CPG). FMCG has a brief lifetime, either because of increased customer demand in comparison with other products or because the item deteriorates quickly and is therefore unusable for consumption. It discusses an individual's cognitive process in the setting / an individual / a thing that can be correct or incorrect. It is also the method by which occurrences around us are chosen, organized, and dissect or associated with significance. Perception is determined by physiological or psychological variables, because our experience before us has had an enormous effect on how items are decrypted. The Indian firm Patanjali Ayurveda Limited was founded in 2006. Its production facilities and offices are situated in the Haridwar industrial zone, while Delhi is the registered office. At present, the firm produces mineral and medicinal goods and has developed in a very brief period of moment into one of the most popular brands in the country.

II. LITERATURE REVIEW

This article describes clearly Patanjali's client perception. It demonstrates customers who buy their behavior, showing their belief in the product, spirituality and mental impacts on the brand and its product range.

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Focusing on the product quality and happiness levels after the preliminary use of that product is apparent from their concern in purchasing the item again, cost is not regarded to be a dominant variable. Miss-Miss. University of Chandigarh, (2015). Rupali Khanna. Dr. Ravindra & Sunita Yadav, (2017), researched customer perceptions about Patanjali skincare goods in the county of Rewari. In the selection of Patanjali skincare goods, factors such as cost, quality, skin friendliness and diversity were considered important, independent of sex, age, schooling, employment, annual earnings and housing status. The research found that in terms of performance, eco-friendliness, skins, intuitive packaging, cost, accessibility, advertising, use of smart innovation and the lowest delivery network compared with other businesses, Patanjali's brand is superior. The general assessment shows that the respondent has a favorable understanding of the Patanjali skin care product. Philip Kotler (2008) pointed out that pleasure is the feeling or dissatisfaction of a person that results from a product's perceived (result) results with respect to its expectations. The client is very happy that the apparent advantages are almost the same, so that the business achieves customer loyalty to the products. A WHO (World Health Organization) research estimates that around 80 percent of world population relies mainly on their natural medicines rather than on contemporary medicinal products because of adverse reactions and elevated costs of contemporary medicinal goods (Sharma, Shanker, Tyagi, Singh & Rao, 2008).

The evolution of Patanjali in the FMCG industry as a brand by challenging heavy weights, such as HUL, ICT, Colgate, etc, in a competitive market has also been well explained in this customer perception analysis survey undertaken in the town of Pune. Patanjali has ensured the market share of Patanjali at a whirlwind rate. This was not only feasible through their cost cuts approach (nearly 35-43 percent compared to their competing products) but also by the consumer confidence, which offered them the utmost advantage with its quality and natural ingredients. Munmun and Jaggi Ghosh Ruchi, (2017) Ghosh. The Indian has distinct natural products which have certainly been grasped and viewed. Shoppers from this millennium seem more and more concerned about their well-being and intend to continue to satiate their individuals, as illustrated by the unique use of products which ensure excellent health and safety. Customers will accept Ayurvedic products as consumables. The attitude of customers towards a brand is mainly based on the fulfillment of users following the purchase of their item and the advantages they expect. Reasonable prices might be one of the variables that affects decision making, because India is a highly price-sensitive industry or because it can heal the issue. As a consequence, the brand can maintain the client once he can genuinely buy the item from the individual.



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In addition, Patanjali enjoys the hegemony of the industry through the use in its products of the spiritual component. Patanjali must satisfy its demands before any other brand arrives and takes away the advantages of commercialization by means of spirituality in order to preserve and pleasure its customer base, just like it was a century before. In his studies into variables that affect the purchases of FMCG in the village market, Dr. Surinder Singh Kundu, (2013) addressed that the buyers saw TV advertisements and that the decision of buying FMCG products was enormously influenced. His job clarified that people value their own knowledge and are acclimatized so that they are affected by exhibitions at stores. Country buyers have again noticed that personal aspects are less critical than their preference of buying these FMCGs. It is therefore advisable to outline moral support processes for advertisers in order to remember that individual countries are part of digital or print media advertising. Dr. Nuntasaree Sukato & Dr. Barry Elsey (2009) conducted a survey in Thailand of masculine customer behaviour. The outcome suggests that well-prepared salespeople like those of Bangkok who can cater for the requirements of the customers and care for their complaints may encourage customers to try good products, free examples and motivators. In these ways, the use of these to attract clients from this domain is reflected in advertisers. Inspiration for using good skin products can be seen in other individuals who are critical, like co-workers, friends, friends and working associates, who understand themselves and have experiences. The research calls for social classes to be taken into consideration in order to efficiently address this target group. Vernekar and Wadhwa (2011) examined customer attitudes, views and readiness to spend on green products for environmentally-friendly products in the FMCG industry. The research showed that urban Indians are very aware of the green products and are ready to pay more for green products. Most clients felt that the package is the most significant part of these products. Vani et al. (2010) examined the customer behavior of toothpaste brands in Bangalore City and discovered that toothpaste is less common to consumers in the town of Bangalore. As penetration and per capita consumption of oral care products is very small in India, the industry for oral care provides enormous possibilities. In addition, brand image, advertisement and offer play a significant part in toothpaste purchases, sometimes by comparison to the customer demand and selecting the finest item. Product characteristics also evaluated by the customer for a product decision. The shift between one item and another product is focused primarily on publicity, brand name, the accessibility of packaging and the increase in the cost. Sridhar and Mishra (2010) reviewed the rationale and methods for the research of the adjustment of products in rural industries and found that the results of the research contradict a broad knowledge that rural is viewed differently by distinct organizations and therefore operationalized differently. The findings indicate, however, that in case of brand adjustment, the contingency theory also applies to rural economies. The increase in the representation of executives in rural areas also increased the degree of product adaptation. Adib Ibne Yousuf and Masrur Alvee Taposh Ranjan Sarker (2017) conducted a study on customer conceptualizations and apprehensions of footwear marks such as Bata and Apex in Bangladesh. Components that influence customer inclination, such as unpredictable

brand price growth, tasteful shoe schedule and the willingness to receive additional advantages. The job also anticipated customers to find a perspective of BATA and APEX through era, sexual orientation, occupation, month-to-month salary. The customer's perception for online shopping has been researched by Sapna and Sheethal, (2016). Consumer psychographic, marketing knowledge and seller conduct have an important part to play in decision-making. Knowledge of the seller on what influences a customer to buy the product online should be examined for customer motivation. In explicit customer discernment towards web-based shopping there's also a crucial job of web-based life. A customer's situation provides him motive and enthusiasm for pursuing a specific purpose and should thus be stressed with a keen and convincing view of the customer's opinions. The customer perception towards internet shopping—a research survey shows consumers' distinct purchasing habits when shopping online than when shopping in a physical shop is Makwana, Khushboo, Dattani, Khushboo, Badlani, Himanshu. The reactions of male and female students differ considerably. Overall findings show that internet shopping is viewed positively by participants. Svatošová, Veronika, 2013 "Online Buyer Behavior Motivation," indicates a constant increase in internet knowledge and use in everyday lives, meaning that the aim of this paper has been met. Certain stimuli are of course the same as the usually recognized customer behaviour. However, we can tell the unique characteristics and variations of electronic trading. Anyone wanting to join the universe of the network to provide their products and facilities must be conscious of, rely on and adapt to the distinguishing strategy. The findings indicate that reasons for online shopping are autonomous of the era of the interviewees. The findings show that safety and legitimacy of the website are commonly accepted by the Internet users. Salehi, Mehrdad, 2012 "Consumers Buying Competition for Online Shopping in Malaysia" The minimum impact on the intention to shop online was attractiveness. This demonstrates that customers are not interested in advertisements on the Internet, or could not think them. The internet users appear to be overloaded with spam advertising. In Erode, Tamilnadu, R. Gomathi and R. Gomathi (2013) performed a customer preference survey on chosen FMCG personal care products. FMCG businesses must focus their efforts on pleasing the client by satisfying their product demands and expectations. The consultant had tried to explore the customers' critique of the accessibility of items and government administrations and had also tweaked the optional response that had been provided to enhance customer demands and administration. You should be the greatest in order to do the right thing for this centered industry. Quality is the key driver for the purchaser to buy FMCG results. Introducing fresh products on the market to meet the buyer is also an important reason behind FMCGs for the buyer's display. Oh, boys. Abbas Ali¹, Venkat Ram Raj Thumiki² and Naseer Khan^{1*} (2012) stated that rural consumers can not just expand their marketing policies to include rural economies in their overall marketing policies. Instead, particular regional policies must be drawn up.

They need to understand key issues relating to rural consumer behavior, specifically with regard to the country's different geographical areas. This paper focuses on factors of understanding that influence South India's rural purchases of FMCG. That is why branded products are often marketed in small amounts in regions where it is accessible, because they fall under the scope purchased Anupam Jain and Meenakshi Sharma (2012) found that brand awareness of beauty is increasingly evident in rural regions, especially because consumer and health products are continuously and constantly improving. The cost of the item is not worried. When you know that you can afford a cost, you are willing to invest more. The use of renowned manufacturers ' branded products will increase their position and stature in that village. The measurements of the brand perception in research include brand value, prices, easy accessibility, family preferences, advertising, diversity and loan characteristics. The fresh stage of rural consumption seems to offer FMCG industries a wonderful chance, as disclosed by Kavitha T. C.(2012). The research discovered that marketers will need to develop fresh approaches for connecting and communicating with a more knowledgeable and unreserved customer.

A client is inclined to a particular brand which depends on the advantages of the brand over other decisions. The brand can offer more costly rates and more stability in the direction of such client inclinations. In this review, it has been observed that customers expect the brand they use to be satisfied in the main and that the second major variable that they expect is value for money. If advertising variables such as Brand popularity, Brand name and Brand Image are part of the customer's propensity toward a certain brand, an advertiser must be able to determine how the client chooses his or her purchase decision for a particular brand. The information from this study will assist those organizations that are or are prepared to become active on the market to strategize according to their requirements (Dr. Chitralekha H. Dhadhal, (2018).

Pallavi G & Shashidhar, (2015), studied the consumer trends and kind of goods used to determine their rates of fulfillment for two FMCG brands, namely P&G and HUL. He found that most customers still want to buy family consumables at the traditional store, with Supermarket being their favorite choice. For comfort, customers preferred store once per month for family consumables. Therefore, it is an important job to render these products accessible to the consumer, which emphasizes the significance of creating a powerful distribution system. The allocation and marketing of goods is one of the main considerations, because both the business and the public are well aware of products produced by both companies. Jayswal and Shah (1986) have analysed the effects on the cognitive style of indigenous women of some chosen FMCG television products with frequently used adverse emotional appeals. This survey shows that the most significant thing was the differing impact of distinct ads with adverse emotional appeals, and it was true that "what you say is as significant for your way of talking."

III. RESEARCH OBJECTIVE

The aim is to comprehend the perception and the variables influencing clients to acquire Patanjali products in Kerala.

IV. RESEARCH METHODOLOGY

The sort of research design, including questionnaires, is used in this study. Exploratory layout has been used because there have been very fewer previous studies on the subject. In order to identify the perception factor for Patanjali products, the data gathered by the people was analyzed through the various statistical instruments. Comfort sampling technique has been used to obtain people's information. The approach used for studies is the study approach, and questionnaires are the tool used. The people of Kerala have collected 100 samples. The quantitative method was used to collect data. An organized questionnaire among the people of Kerala was designed and investigated. After the people's perception factors were determined, questions were prepared. Secondary internet data have been collected. The data has been analyzed by using the following methods and tests.

Percentage analysis using Microsoft excel is done for influencer and customer analysis.

V. RESULTS AND DISCUSSIONS

These data were gathered to understand customers ' perception of Patanjali brands. The following is a summary of demographic details of the respondents. As mentioned, 100 respondents received feedback from the data collection; 43 of them were female and 57 were male.

VI. DATA ANALYSIS

A. Demographic Statistics

Table 1: Demographic statistics

Age	Frequency	Gender	Frequency
18-22	22	Female	43
23-27	29	Male	57
28-32	25		
33-37	24		

Analysis 1 shows that 14 of 100 respondents have no knowledge about Patanjali while 86 of 100 respondents know patanjali. Analysis 2 shows 26 of 100 respondents did not purchase patanjali while 74 of 100 respondents purchased patanjali. Patanjali products are not purchased by the respondents in question. Analysis 3 indicates that 53 of 100 participants purchased Patanjali products from specialist Patanjali shops. 15 of 100 participants from other stores to purchase Patanjali products, out of hundred, 32. Of the 100 participants, 32 were used online to purchase Patanjali products. Analysis 4 demonstrates the patanjali products of 0 to 6 months were used by 26 out of 100 participants. From 6 months to 1 year 21 out of 100 participants used Patanjali goods. Of the 100 participants, 41 used 1-2 years of Patanjali products. 12 of the 100 participants had more than 2 years of use of Patanjali products. Analysis 5 indicates that twelve of 100 interviewees buy once a week.



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In one month, 39 out of 100 participants buy. Purchase 28 of 100 people once in a 6-month period. Purchase 21 of 100 people once a year.

Analysis 6 shows that 24 out of 100 people are using medical devices. 27 out of 100 interviewees are using medicines. Out of 100 participants, 28 use foodstuffs. 21 out of 100 respondents use the products of personal care.

Analysis 7 shows that 42.7% have carried chavanprash, and the highest number of beverages. The second largest hair is shampoo, with 39% of the participants buying toothpaste. 36.6% of those interviewed introduced edible, honey, oils. Rice, dal, oats, grain have been carried by 35.4% of those surveyed. 29.3 percent bring biscuit, sweets, jam and noodles for respondents. Rough agarbhakti, homasamagras (Puja kit) are 24.4% of participants. Dishwashing was introduced by 15.9 percent of participants, detergents.

Analysis 8 reveals that 37 out of 100 participants have affected the purchase of natural, ayurvedic and organic Patanjali goods. 26 of 100 participants were affected by advertising in order to purchase Patanjali products. 22 of 100 participants affected the purchase of quality Patanjali products. Fifteen out of 100 participants were affected by cost purchases.

Analysis 9 shows that the quality of Patanjali products is preferred to others by 44.4% of respondents. 42 percent prefer to other ayurvedic products the price of Patanjali products. The brand image of Patanjali products is preferred to other ayurvedic products by 35.8 percent of participants. 18.5 percent object to other Ayurvedic goods to the accessibility of Patanjali goods.

Table 2: Frequency analysis of the factors of Patanjali

Scale	Price	Quality	Benefits	Natural Products	Customer Service
Highly Dissatisfied	13%	11%	8%	6%	7%
Dissatisfied	6%	4%	9%	7%	8%
Neutral	18%	15%	20%	15%	24%
Satisfied	31%	28%	29%	26%	28%
Highly Satisfied	11%	18%	9%	21%	7%

Table 2 explains customers who brought or use Patanjali products are satisfied with five factors, they are- Price, Quality, Benefits, Natural Products, Customer Service. Analysis 11 has shown that 80% of participants are again buying Patanjali. 20% of participants are no longer going to purchase Patanjali goods. Analysis 12 indicates that 79% say that Patanjali items are advised to buddies, families and neighbors. 21% of people said it is not recommended to buddies, families, and neighbors to make Patanjali.

VII. CONCLUSION

The research found that, thanks to the natural components that most consumers are using Patanjali products, individuals prefer this to the other brand because of their feelings of well-being and pantajali products. The Patanjali advertising campaign guarantees that competitors

damaging aspect is well displayed and that the advantages of being natural are reiterated. The vast spread of Patanjali in all the main business areas and the guarantee of the exclusive Patanjali stores enable to buy fresh clients. From this research, current clients have recognized that they are happy with these goods and the ambassadors of fresh clients. Patanjali's products can be purchased easily by consumers in dedicated patanjali stores and other stores. The variables that have driven customers to purchase Patanjali products compared with other ayurvedic products and the degree that influences the variables is the main incentive for the consumer to purchase Patanjali and the customers will suggest Patanjali products for their colleagues, family and neighbors.

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