

An Analysis on Consumer Behaviour on Patanjali Products (with reference to west Godavari district, A.P)

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Abstract: The consumer who was considered the 'king' is now treated almost like 'God' companies should be fully consumer oriented to succeed in the present competitive scenario and should 'think consumer', live for consumer' and build relations with consumers. India has diversified cultures and traditions, studying the consumer buying pattern become a complicated task with the introduction of globalization and the sequel changes in the country, many MNC FMCG Corporations have started making a foray with Indian market due to its sky-scraping potential. This paper main objective is to know various influencing factors of Patanjali consumers and consumer perception towards Patanjali products.

Keywords: FMCG, consumer behaviour, perception, consumer decision process, cultural factors.

I. INTRODUCTION

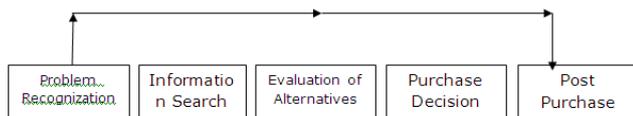
CONSUMER BEHAVIOR

It is a globally accepted fact that in recent times, marketers have become dynamic and the consumer has control over the strategic decisions made by the insurance companies. Companies are put to challenge to understand the pulses of new age policy holders and their buying pattern.

Business environment today is turbulent as never before and the service industry as promising as never before. In this era of intense competition where customer is the king, success depends a lot on the efficiency of the managers in delivering what they have promised and the responsibility lies on the organizations to develop such a culture where business ethics are followed, value for the services is provided and quality services are offered to achieve higher level of customer satisfaction.

Consumers are often studied because certain discussions are significantly affected by their behaviour or expected actions. For this reason such consumer behaviour is said to be an applied discipline.

According to Philip Kotler, the typical buying process involves five stages the consumer passes through described as under:



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Elements affecting of consumer shopping for behaviour

The patron buying behaviour is prompted with the aid of so many elements that are usually not beneath control of commercial enterprise. They may be additionally known as determinants of consumer buying behaviour. Some of these elements have an effect on the shopping for behaviour of consumers in a different way.

I) Cultural factors that have an effect on customer shopping for behaviour :

1) Culture: culture is the principle component affects quite a few consumers shopping for behaviour. It is the circle of relatives values, ideals, perceptions and preferences affect the purchaser shopping for behaviour.

2) Sub-culture: the culture again divided into sub subculture consists of nationality, faith and communities and so on, which have an effect on the customer behaviour.

3) Social elegance: this means that division of the society in extraordinary social lessons, the contributors of various social magnificence has special likings.

II) Social elements that have an effect on purchaser behaviour are:

1) Family: the family participants additionally affect the shopping for behaviour of client. Circle of relatives includes of Influencer- the person who impacts the need to buy a product. Decider – the person who takes last choice to shop for the product. Person – the individual that in the end consumes the product.

2) Reference group: own family on my own does no longer affect the purchaser shopping for behaviour however also the external organization of the family also affects the customer behaviour.

3) Position and standing: The client buying behaviour relies upon upon the jobs performed by way of participants.

III) Personal elements that affect purchaser behaviour are:

1) Age and existence fashion: the consumer buying behaviour adjustments with the alternate in the age and their way of dwelling that's referred to as existence fashion.

2) Profession: career also affects the patron behaviour to buy the products.

3) Income: the profits additionally impacts the client shopping for behaviour due to the fact if the man or woman is rich he should purchase something which he needs to shop for however for a poor character it is not be clean to shop for the things which might be beyond his pocket.

4) Lifestyles fashion: its miles the manner of residing of the person. Like a few human beings like a luxurious living even as some in simple residing.

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5) Personality: persona consists of extrovert or introvert which also impacts the customer buying behaviour.

IV) Mental elements affecting consumer behaviour:

1) Motivation: whilst the purchaser's need is raised to a specific level they become the motives which suggest "I want to gain this" which in the long run affect the patron shopping for behaviour.

2) Notion: this is how the consumer receives, selects and organizes the fact which enables him in buying the goods.

3) Getting to know: mastering revel in is beneficial in affecting patron buying behaviour.

4) Beliefs and mind-set: belief way the opinion or thoughts set relating to a selected object; mind-set means the feeling of purchaser toward the object. So the marketer have to keep in mind the ideals and mindset of the customer.

Objectives of the study

- To study about the consumer behaviour on Patanjali cosmetic products
- To examine consumer perception towards Patanjali cosmetic products.
- To know consumer loyalty towards Patanjali cosmetic products.
- To analyse various influencing factors of Patanjali cosmetic consumer behaviour.

Hypothesis (Null Hypothesis)

In order to test statistical validity of the above objectives, the following null hypothesis were framed and tested for their significance.

Hypothesis (H₀₁): There is no positive consumer perception to Patanjali cosmetics.

Hypothesis (H₀₂): Impact of social and cultural factors is nominal on consumer behaviour.

Hypothesis (H₀₃): Consumers are willing to travel with Patanjali cosmetics in long run.

Research Methodology

This portion refers to the methods of data sources to carry out this study and evaluate the research objectives.

Sample Design, Size and Procedure

In selecting the sample from the population 'simple random sampling' method was adopted. The sampling unit was Patanjali cosmetic consumers located in West Godavari District in Andhra Pradesh. The sampling process involves the selection of sampling unit and the consumers of Patanjali cosmetics in Eluru, Bhimavaram, Tanuku and Tadepalli gudem Towns.

The sample size of 142 respondents was fixed for the study. It involves 60 consumers from Eluru Town, 40 from Bhimavaram Town, 22 from Tanku Town and remain 20 from Tadepalligudem Town.

Data Analysis

Age group	Frequency Y	Percentage T	Cumulative percentage
Below 25	40	28.16	28.16
26 - 35	42	29.57	57.73
36 - 35	30	21.12	78.85

45 above	30	21.12	100
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Reasons to buy Patanjali Products

Price	60	42.25	42.25
Brand	202	15.49	57.74
Advertisement	20	14.08	71.82
Quality	40	28.16	100.00

Opinion about Competition of Patanjali

Vicco	80	56.33	56.33
Ayush	62	43.66	100.00

Opinion about referring to friends & relatives

Yes	100	70.42	70.42
No	42	29.58	100.00

Opinion about Caption "PRAKRITHI KA ASHIRWAO"

Excellent	12	8.45	8.45
Very good	50	35.21	43.66
Good	60	42.25	85.91
Bad	20	14.08	100

Distribution of the respondent's opinion about Patanjali products

Patanjali Products	Respondents opinion		Total
	Yes	No	
Price	24	0	24
Brand	6	10	16
Advertisements	0	30	30
Quality	0	72	72
Total	30	112	142

Major Findings

Hypothesis: To analyze consumer perception towards PATANJALI cosmetics.

HO₁, there is no + Ve consumer perception towards PATANJALI cosmetics.

- Value	Df	p-value	Cal p-value
119.496	3	0.05	0.00

The test result shows that the consumers have no positive perception towards PATANJALI cosmetics (Value 119.496 and P < 0.05).

Hence the null hypothesis is rejected and alternative hypothesis is accepted. It means that, the consumer have positive perception towards PATANJALI cosmetics.



Distribution of the respondent's opinion about factors affecting consumer behaviour towards Patanjali cosmetics.

Respondents perception	PATANJALI cosmetics influencing factors				Total
	Cultural reasons	Personal hygienic	Social reasons	Attractiveness	
Excellent	8	0	0	0	8
Very Good	1	10	13	0	24
Good	0	0	38	0	38
Average	0	0	16	56	72
Total	9	10	67	56	142

Hypothesis: To analyze factors affecting consumer behaviour towards

PATANJALI Cosmetics.

HO₂ -social, personal and cultural factors influence on Patanjali consumer behaviour is nominal

- Value	Df	p-value	Cal p-value
257.9	9	0.05	0.00

Calculated p-value is less than 0.05 hence null hypothesis is rejected and alternative Hypothesis is accepted. It means various factors influence, consumer behaviour significantly

Hypothesis: To analyze consumer Opinion of consumer willingness to travel with PATANJALI in long run.

HO₃ consumers are willing to travel with Patanjali cosmetics in long run

Willing to continue

Yes 90 63.38 63.38

No 52 36.61 100

The Calculated X² value is 259.287 is more than x² value 16.919. Hence the null hypothesis is accepted and alternative hypothesis is rejected.

Conclusion:

Consumer behaviour seen to involve a complicated process as well as buying decision. It is decision process in physical activities individual engage in evaluating, acquiring and using goods or services. It reflects the totality of consumer decisions with respective acquisition, consumption and disposition of goods services time and ideas. Thus, buying behaviour particularly involves collective response of buyer for selecting, evaluating deciding and post purchase behaviour.

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