

# PATANJALI NATURAL AND HEALTHY PRODUCT PRODUCING INDUSTRY: A STUDY IN JABALPUR CITY (M.P)

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**ABSTRACT:** Patanjali is the natural and healthy product producing industries of India. It is established in year 2006 and spread over 100 acre area. Patanjali Ayurved Limited objective of making India an ideal place for the growth and development of Ayurveda and a prototype for the rest of the world. Patanjali has already proofed itself as a major player in the Indian natural and healthy industry. Since establishment, it has been introducing variety of Natural and Ayurvedic products in to the market which are rush by customers. Customer's attraction is a chief task when the firms are introducing a new product in to the market. Generally, customers should not show the interest to look into the new brand unless strong influencing factors. The present study is aimed at identify the factors which pressure the customer to shift into Patanjali Natural and healthy products and their experience towards new brand.

**KEYWORDS:-** Natural, healthy, Alternative, Ayurveda Patanjali products

## **INTRODUCTION:-**

Patanjali Ayurved Limited is the leading Ayurvedic Company in India, which was incorporated in the year 2006. Shri Ramdev baba established the Patanjali Ayurved Limited along with Shri Acharya Balkrishna with the objective of establishing science of Ayurveda in accordance and coordination with the latest technology and ancient wisdom. Patanjali Ayurvedic products that include home care, grocery, personal care, health care, medicine, nutritional products, etc. The Company has grown swiftly to become a leading Ayurvedic company and will invest Rs. 1,000 Crore for expansion. The company has a manufacturing unit in Uttarakhand, which produces high quality Ayurvedic products. Chyawanprash, Honey, Jam, Soan Papdi, Badam Pak and Mustard oil are some of the products of company.

Product made by the company are of premier quality and optimally priced. Patanjali Ayurvedic and Herbal Products Patanjali Ayurved Limited is an Indian FMCG (Fast moving consumer goods) company. Located in the industrial area of Haridwar, the company manufactures

mineral and herbal products. It has also manufacturing units in Nepal under the trademark Nepal Gaudhyog and imports majority of the herbs in India from Himalayas of Nepal. According to CLSA (Credit Lyonnais Securities Asia) and HSBC (Hongkong and Shanghai Banking Corporation), Patanjali is the fastest growing FMCG (Fast moving consumer goods) Company in India. It is valued at 3,000 crore (US\$450 million) and some predict revenues of 5,000 crore (US\$740 million) for the fiscal 2015-16. Patanjali operates via 3 business segments, viz., foods (Foods supplements, digestives, dairy, juices, etc), Daily use product (Shampoo, soaps, face wash), Home care (detergent cakes, powder, liquid), etc.) and Ayurvedic product (Healthcare products for blood pressure, skin disease, joint pain etc.). The company has adequate capacity to achieve its revenue target of INR50-60bn in (Financial Year) 2016.

A well-known yoga guru Baba Ramdev started an association Patanjali Ayurveda in 2007. The main aim of the company is to bring awareness among Indian people towards swadeshi products. Also the profits earned by the company will be either plough back of profit will be used for social welfare. The firm, to increase its sales, also provides its products at discount. Patanjali is also said that it will be very beneficial for consumer to shift in their preferences towards herbal and ayurvedic product which are deemed to be healthy and also closure to nature. It has also placed itself as a swadeshi brand, which has a request among a class of consumers.

Patanjali Ayurved produces products in the category of personal care and natural food. The company manufactures around 444 products including 30 types of Natural and Ayurvedic products. Patanjali was offering wide range of Natural products which are produced hygienically maintain the quality and nutrition of the Natural products.

## **Objectives of Study:-**

1. To identify the factors influence the customer's to-wards Patanjali Natural products.
2. To study the customers experience with Patanjali Natural products.

3. To examine the relationship between influencing factor ‘Swadesh Product’ and demographic variables of the respondents.
4. To Study satisfaction level of consumer after using ‘Patanjali’ products and buying behavior.

**SCOPE OF THE STUDY:-**

The scope of the present study is restricted to identify the factors influence to buy the Patanjali Natural and Ayurved products and the experience of the customers who are living in Jabalpur city only.

**REVIEW OF LITURATURE :-**

*P. Pandey and Rahul Sah (2016):* The study concluded that Patanjali focusing on low margin, high volume model to expand their share in the FMCG market. The author suggested that Patanjali has to concentrate on rural market where patanjali products are not demanded as enough. The study also suggested that it has to be focus on exports as well.

*M. Rupali Khanna (2015):* The study concluded that the customer’s perception towards a brand is built largely on the satisfactory value the users receive after paying the product. The author also concluded that patanjali products are fully satisfying the customers because of low price.

*Shomnath Dutta (2015):* As per the author conclusion, There is a significant bearing of marketing tools and strategies on sale of ayurvedic house hold FMCG items in Siliguri area. Among the 12 popular Ayurvedic companies in Siliguri, Patanjali’s growth rate appears to be praiseworthy in terms of sale, awareness and number & size of outlets.

*Sajitha S Kumar (2016):* According to author, patanjali ayurved is eyeing 250% revenue growth rate in financial year 2016. They plan to grow to 100000 outlets in next few years. Patanjali ayurved announced its partnership with future group in coming days to expand their market share.

Shinde, D.T., and Gharat, S.J. (2017) examined a study on product positioning of Patanjali products. The purpose of above study was to find the various prospects of Patanjali products and also factors influencing these products. They concluded that Patanjali has captured a huge market share within a very short time period but shortage of these products is the major problem faced consumers these days.

**MATERIAL AND METHODS:-**

The study is based on primary data and it has collected from the customers who visited the selects Patanjali stores in Jabalpur city using structured questionnaire method. The sample size of the study is 100 respondents and the ‘convenience sampling’ technique has adopted to select the samples from various Patanjali stores. The primary data has tested using various statistical tools like, mean, standard deviation, ANOVA to get the results in scientific way.

**RESULT:-**

Table 1.1 shows the descriptive statistics of customers influencing factors towards Patanjali Natural Food Products. The factor ‘Ayurved’ has highest mean of 4.84. Subsequently, it followed by ‘Good Health’ and ‘Best quality’ which is 4.84 and 4.55 respectively. However, Baba Ramdev Brand has the low-est mean which is 3.66. The Table indicate that respondents has strongly agreed that ‘Ayurved’ has influencing factor to buy the Patanjali Natural Food products whereas the Baba Ramdev name has the low impact comparatively. In addition, standard deviation indicates how close the data is to the mean. In this case, Baba Ramdev Name has highest standard deviation which is 1.148 followed by Swadesh Product which is 0.844. At the end, Ayurved factor has the lowest standard deviation which is only 0.344.

**Table 1.1 Descriptive Statistics on Variables**

Sr. No.	Variable	Mean	Std. Deviation	N
1	Swadesh Product	4.46	0.844	100
2	Baba Ramdev Name	3.66	1.148	100
3	Ayurved	4.84	0.344	100
4	Low Price	4.15	0.629	100
5	Best Quality	4.55	0.500	100
6	Good Health	4.80	0.328	100
7	Taste Purpose	4.00	0.777	100

Table 1.2 Descriptive Statistics on Variables

Sr. No.	Variable	Mean	Std. Deviation	N
1	Information about product	4.34	0.494	100
2	Product Quality	4.55	0.498	100
3	Taste	4.35	0.556	100
4	Price	4.52	0.501	100
5	Product Packing	3.90	0.957	100
6	Healthy	4.55	0.674	100
7	Usage /Preparation	4.10	0.554	100

Source Primary Data

#### FINDINGS:-

1. The study has identified that the major influencing factor was 'Ayurved' to buy the Patanjali Natural products followed by 'Good Health' and 'Best Quality' factors.
2. According to results, Baba Ramdev Brand has the lowest mean which is 3.66. Therefore, Baba Ramdev Name has low impact on customers to motivate.
3. Regarding customer satisfaction, the selects variable 'Product Quality' has highest mean of 4.55 followed by 'Healthy' and 'Best Price' which is 4.55 and 4.52 respectively. However, 'Product Packing' has the lowest mean which is 3.90.
4. The study found that there is no significant relation between demographic variables like education, age, etc. and the major influencing factor 'Swadesh Product'.
5. It is identified that there is no significant relation between education and influencing factors like Swadesh Product, Ayurvedic, etc.

#### CONCLUSIONS:-

The present research paper show that there are many significant factors that together make up the buying decision of the product. It is concluded that the customers are converting into Natural 'Ayurvedic' products with the intention of better health in Indian food market. Irrespective of 'Swadesh or Videsh' products all categories of customers have preferred the Ayurvedic products in Jabalpur city. Based on the results, it is also concluded that Patanjali Company should promote their food products with the ayurvedic concept in-stead of Baba Ramdev name and customers were not satisfied with the products packing. Therefore, the company has to make the packing more safety and colorful. As per the customers experience, Patanjali Ayurvedic and natural food products are going to occupy major share and becoming a leader in Indian Natural and

Ayurvedic product market. In the above study, a large portion of the user is satisfied from Patanjali natural products. (2019).

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