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## Patanjali Products: A Study Of Consumer Buying Behaviour In Greater Mumbai

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**DOI- 10.5281/zenodo.7496042**

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### Abstract:

The Patanjali, renowned as ‘prakriti ka ashirvad’, revolutionized the whole process of consumers attitude towards the products of daily use. The present study focuses on the consumer buying behaviour towards Patanjali product with reference to Greater Mumbai. The present study aimed to know consumer buying behaviour towards Patanjali products, to study the preference of respondents regarding Patanjali products and to identify the factors affecting the buying decision of consumers. In order to achieve the desired objectives of the study ninety four respondents have been conducted with the help of a close ended questionnaire. The study revealed that there is a positive consumer behaviour towards the Patanjali products and it will be more beneficial to the Patanjali if the marketing segment of the company focuses on every aspect of the consumer buying behaviour.

**Keywords:** Consumer, Buying Behaviour, Patanjali Product, Influencing factors/Attributes, Preference

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### Introduction:

In the year 2006 two renowned personalities of Ayurveda Shri Baba Ramdev and Shri Balkrishna encapsulated the concept of launching the products with the touch of nature. The Head office of the company is situated at Haridwar, Uttarakhand, India. The company basically deals in the segments of fast moving consumer goods with special emphasis on the blend of holistic contents of nature. The focus of the company is to make more use of natural and environment friendly products. The base of the company is in a rural area and it has directly or indirectly generated significant employment opportunities in the Indian economy.

Under the brand name of Patanjali, the company has launched different products with multiple product mix, such as health care, hair care, dental care, skin care, and fast moving consumer goods. As per Forbes the net worth of the cofounder of the company which has retained a 94% stake of the company is around \$ 3 billion.<sup>1</sup> The

company has captured a quite good market share in the established and every changing and competitive market place. It has changed the whole setup of the FMCG market and successfully made the transition of consumers from existing products to the ayurvedic products of the company. As per Walters and Paul<sup>2</sup> “Consumer behavior is the process whereby individuals decide what, when, where, how and from whom to purchase goods and services”. The consumer is the prime factor of the ever growing and competitive market force. All decisions regarding the products revolve around it. The marketers need to conduct a primary survey of the prospective market place before launching a new product. It is essential to get acquainted with likes and dislikes, taste and preferences of the consumers. The very survival of the product depends on how the consumer reacted to the product of the company. Ultimately revenue, growth and market share of the company is going to be affected.

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<sup>1</sup> Forbes magazine website a report dated 11/07/2022

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<sup>2</sup> Singh, A. (2016), Consumer Behaviour (Frist Ed.), Himalaya Publishing House.

**Review Of Literature:**

**ETPrime**<sup>3</sup> A website report reveals that Patanjali is planning to launch an initial public offer. As the presence of the products of the company in every segment of the consumer goods already set a benchmark for the upcoming entrepreneurs. Consumer base of the company covers almost the entire country. Days are gone when Indians preferred Colgate now they moved towards the Dantakranti; to tackle that Colgate Palmolive launched a new product in the same segment as a Colgate Vedshakti.

**Narayana and other (1975)**<sup>5</sup> analysed consumer behaviour with reference to the performance of products. Study aimed to identify simplified process of consumer buying behaviour which will help to select desired product from large number of alternatives. Study reveals that consumers are not able to recall the advertised product from similar set of product range. Consumers in general able to recall minimum set of products. Study found that the market research can identify the level of awareness regarding the products, but it is quite difficult to chalk out definite course of action regarding the specific products. Study concluded that consumers try to simplify decision making process regarding the buying of the products from advertised set of products.

**Dey (2017)**<sup>6</sup> examined the unstable consumer behaviour in the Indian context. The study was aimed to identify kinds of customers. What factors have affected the purchase decision of the customers? and to know the process of the final purchase decision of the customers. study reveals that growing penetration of internet connectivity and engagement of customers with social networking websites have impacted the process of purchase decision marking of the customers. study found that Indian customers have complicated purchase behaviour. study concluded that marketers need to be updated with changing patterns of technology to cope up with ever changing

patterns of customer behaviour towards the products.

**Ramya and others (2018)**<sup>7</sup> conducted study on the customer purchasing behavior pertaining to the Amul products. The study revealed that there is a positive association between customers and the Amul products. The study also found that customers attitude towards the products of Amul is positively related to the advertising; hence appropriate promotional activities of the company can lead to become a market leader in the segment of FMCG products. The study concluded that customers have an overall positive attitude towards the Amul products and it leads to increase in market share of the company.

**Hosaini and others (2020)**<sup>8</sup> conducted a study on the influencing factors of customer purchase decisions. The study reveals that factors such as psychological, behavioural and others impacted the purchase decision of the customers. They also found that there is a certain pattern of purchasing of products that has been followed by the customers. The identification of such a pattern is important to chalk out the appropriate strategies. If a company wants to survive for a longer period of time in the competitive market it has to be well versed in the changing business environment and customer behaviour.

**Objectives of the present study:**

To study the consumer buying behaviour towards Patanjali products.

To study the preferences of the consumers in purchase of Patanjali products.

To study the factors influencing the purchase of Patanjali products.

**Research Methodology:****Types of Research:**

In order to accomplish the desired objectives of the present study, descriptive methodology of the research has been used. To become acquainted with actual facts of the study ninety four respondents have been selected and interviewed with the help of a close ended questionnaire.

**Type and Sources of Data:**

To justify the desired aims of the current study, researchers have relied on the primary and secondary sources of the researchable data. A Close ended questionnaire has been used for the collection

<sup>3</sup> ETPrime news report

<https://economictimes.indiatimes.com/industry/cons-products/fmcg/patanjali-group-expects-turnover-of-rs-1-lakh-cr-in-next-5-7-yrs-to-launch-4-ipo/articleshow/94252335.cms>

of primary data<sup>4</sup> published research papers, newspaper articles, magazines and other websites pertaining to the present study.

#### Target Population and Sample Size:

To fulfil the desired research objectives, a mix of respondents have been selected. In this current study ninety four respondents are selected as a sample size of the research.

#### Sampling Method:

To come up with the justifiable conclusion and findings of the study: the collected data set has been processed by researchers with the help of non-probability convenient sampling techniques of the research.

#### Area of Study:

To know the consumer buying behaviour in all respects, Greater Mumbai i.e, from Churchgate to Dahisar has been selected as an area of the current study.

#### Data Analysis:

**Table. 1.1 Gender distribution of the respondents**

Sr. No.	Gender	No. of Respondents	Percentage
1	Male	11	11.7
2	Female	83	88.3
	Total	94	100

#### Source-Compiled by researchers

Table 1.1, depicts that out of ninety four respondents 11.7% represents male respondents and 88.3% represents female respondents. The survey reveals that the highest percentage share of female respondents that are mostly acquainted with Patanjali products.

**Table. 1.2 Consumers Attitude Towards The Promotional Activities of The Patanjali**

Sr. No.	Factors	No. of Respondents	Percentage
1	Price offers	55	58.5
2	Free samples	20	21.3
3	Special discounts	19	20.2
	Total	94	100

Source-Compiled by researchers

Table 1.2, shows the attitude of consumers towards the promotional activities of the Patanjali. 58.5% respondents are attracted towards the pricing offers, given by Patanjali, whereas 20.2% respondents have purchased Patanjali products on the special discount offered by the company, but 21.3% respondents preferred to test the product which is offered by the company as a sample. The survey revealed that the consumers prefer more to the Price offers, offered by the company.

**Table.1.3 Place of Purchase of Patanjali Products for a daily Use**

Sr. No.	Factors	No. of Respondents	Percentage
1	Departmental Store	0	0
2	Retail Shop	11	11.7
3	Supermarket	17	18.1
4	Patanjali Store	66	63.8
	Total	94	100

#### Source-Compiled by researchers

Table 1.3, shows the preferred place of consumers to purchase Patanjali products. It reveals that the 63.8% respondents preferred to purchase Patanjali products of daily use from the dedicated outlets of the company. whereas 18.1% of the respondents fulfil their needs from the supermarket, and 11.7% of the respondents purchase from the local retail shops. It is much clear from the table that consumers mostly relied on the dedicated outlet of the company; also, company need to focus on the departmental stores for the engagement of the consumers.

<sup>4</sup> Secondary data have been collected from books, published journals and periodicals.

**Ordinal Likert Scale Analysis****Table 1.4. factors Influencing Buying Decision of The Consumers**

Sr. No.	Factors	Most Influenced (4)	Moderate Influenced (3)	Least Influenced (2)	Not At All Influenced (1)	Total Score	Likert Scale Calculated Value
1	Price	26(104)	51(153)	10(20)	7(7)	284	3.02
2	Quality	32(128)	50(150)	7(14)	5(5)	297	3.15
3	Taste	25(100)	42(126)	18(36)	9(9)	271	2.88
4	Freshness	29(116)	52(156)	8(16)	5(5)	293	3.11
5	Nutritional Benefits	41(164)	41(123)	7(14)	5(5)	306	3.25
6	Quantity	26(104)	52(156)	6(12)	10(10)	282	3
7	Flavour	18(72)	51(153)	16(32)	9(9)	266	2.82
8	Colour	14(56)	50(150)	19(38)	11(11)	255	2.71
9	Availability	31(124)	43(129)	14(28)	6(6)	287	3.05
10	Packing	24(96)	45(135)	17(34)	8(8)	273	2.90
11	Creaminess	17(68)	52(156)	16(32)	9(9)	265	2.76
12	Density Of Liquid Products	14(56)	56(168)	16(32)	8(8)	264	2.80

**Source-Compiled by researchers**

Table 1.4, indicates the influencing factors of the buying decision making process of the consumers. As per the Likert Scale, the Highest Value 3.25 has been calculated which is greater than the middle value (3). The highest value which stood at 3.25 indicates nutritional benefits pertaining to the products and buying decision making

process of the consumers mostly impacted due to the nutritional index of the products. In the descending order of factors influencing the buying process of the consumers as per the scale are as follows nutritional benefits (3.25), quality of the product (3.15), freshness of the product (3.11), availability of the product (3.05), quantity of the product (3), and lowest value (2.71) colour of the product.

**Table 1.5. Consumers Preference Towards Various Products of Patanjali**

Sr. No.	Products	Most Preferred (4)	Average Preferred (3)	Least Preferred (2)	Not at all Preferred (1)	Total Score (fx)	Likert Calculated Value
1	Herbal/Ayurvedic Medicines	51(204)	27(81)	11(22)	5(5)	312	3.319
2	Food Products	20(80)	47(141)	20(40)	7(7)	268	2.851
3	Daily House Cleaning Products	21(84)	46(138)	20(40)	7(7)	269	2.861
4	Beauty Products	33(132)	32(96)	22(44)	7(7)	279	2.968

**Source-Compiled by researchers**

Table 1.5, indicates kinds of products of the company preferred by the consumers. As per the likert scale the highest value 3.319 has been calculated which is greater than middle value that is (3). Respondents mostly preferred to purchase herbal/ayurvedic

products which is valued at 3.319 and it is the highest amongst the products offered by the company. Food / edible products scored at 2.851 have been preferred less as compared to the other products of the company.

Table 1.6. Opinion of the Consumers Towards Hygiene of the Products of Patanjali

Sr.No.	Factors	No. of Consumers	Likert Scale	Total Score(fx)
1	Very High	8	5	40
2	High	39	4	156
3	Moderate	47	3	141
4	Low	0	2	0
5	Very Low	0	1	0
	Total	94		337

**Source-Compiled by researchers**

Table 1.6, depicts consumers decision towards the level of hygiene of the products of Patanjali.

Likert Scale =  $\sum (FX / \text{Total No. of Consumers})$

$$= 337/94 = 3.585$$

As per the Likert Scale highest value 3.585 has been calculated which is greater than

**Rank Correlation Analysis**

**Table 1.7. Rank correlation** factors influencing consumers to buy Patanjali products on the basis of attributes.

Factors/ Attributes	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	Rank 10	Rank 11	Rank 12	Total Rank Score	Rank
Price	17	16	7	6	8	9	7	5	4	3	4	8	739	V
Quality	29	20	10	9	6	5	4	4	4	1	1	1	898	II
Taste	2	1	1	3	4	7	8	12	15	9	10	22	390	VII I
Freshness	25	19	9	8	6	7	8	4	2	2	2	2	856	III
Nutritional benefits	35	25	10	10	4	3	1	1	1	1	2	1	961	I
Quantity	7	9	6	5	5	6	4	7	16	4	8	17	538	VI
Flavour	1	1	3	2	6	6	7	7	8	12	15	26	362	IX
Colour	1	2	3	1	2	2	4	7	8	10	19	35	297	XII
Availability	20	17	8	7	7	8	4	4	5	3	4	7	770	IV
Packing	5	4	5	4	6	7	9	5	10	13	8	18	479	VII
Creaminess	1	1	1	2	3	3	4	8	10	14	17	30	306	X
Density of liquid roducts	1	1	2	1	2	2	3	6	9	15	18	34	281	XI

**Source-Compiled by researchers**

Table 1.7, indicates which factors have influenced the consumer buying

behaviour on the basis of the products attributes as per the rank correlation technique. Out of surveyed ninety four respondents, total rank score 961 of nutritional benefits of the products has stood at first as per the rank correlation. Consumers are more concerned about their health that is the reason they have chosen Patanjali. Density of the liquid products score 281 and rank at 12<sup>th</sup> which means it is least bothered by the consumers. Patanjali needs to be focused on the other aspects of the products to sustain in the market, because any other competitor from the same segment can easily bit the products.

#### Findings Of The Study

1. As per the gender distribution 88.3% respondents are Female and 11.7% respondents are Male.
2. Most of the consumers come across the products of Patanjali because of robust advertising
3. Special price offers, offered by the company, have been influenced 58.5% respondents.
4. 63.8% respondents have purchased daily use products from dedicated outlets of the company. Company needs to take drastic steps to engage consumers in departmental stores.
5. Respondents are more conscious about the level of hygiene.
6. Nutritional benefits of the products have played a crucial role in the buying process.
7. Greater number of respondents have preferred herbal /Ayurvedic medicines products of the company.
8. As per the rank correlation technique first rank has marked to the nutritional value of the products.

#### Conclusion

The brand name Patanjali is reached in every household of the country. company successfully catered every dimension of the consumer buying process. The products of the company have stood at the test of the consumers. They have preferred Patanjali for their need of routine use products. Buying behaviour of the consumer is mostly influenced due to the nutritional benefits of the products. Consumers mostly preferred to buy the products of Patanjali when it was available at special prices. The level of hygiene of the products is a prime factor which may hamper the growth of the

company, it requires some special attention. The dedicated outlets of the company played a crucial role in the consumer buying / decision making process. The company needs to take some positive action in the segment of departmental stores, so it will attract more consumers. Thus, overall attitude of the consumers towards the products of Patanjali will be concluded as a positive.

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