

A STUDY ON CUSTOMERS PREFERENCE AND PERCEPTION TOWARDS PATANJALI SOAP PRODUCTS (BATH) WITH SPECIAL REFERENCE TO KARUR DISTRICT

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Abstract: FMCG Market is flooded with numerous well-known and recognised FMCG brands. The Indian scenario, Customer satisfaction is an ultimate aim of all economic activity. Customer is largest economic group who are affected by public and private economic decision. The Indian herbal market is flooded with numerous well-known and recognised herbal brands. Patanjali is one of the great competitors of FMCG products in the market. The choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand especially when it comes to brand of eatable and cosmetics. The primary objective of this study is to understand the Customers personal factors and awareness level, and factor influencing purchasing the patanjali Soap products.

Keywords: customers, preference, perception, patanjali, product.

INTRODUCTION:

Customer satisfaction is an ultimate aim of all economic activity. Customer is largest economic group who are affected by public and private economic decision. Customer satisfaction deals with the characteristics of human behaviour. Marketing belong to human behaviour as it deals with buying decisions. The advertisement copy writer has to study psychology behind human behaviour in respect of satisfaction on his want.

Customer satisfaction is a method by which we study the needs of the customers and what they think about the services provided and in general (in the terms of quality, cost, time and services) and in this we find better ways no how the satisfaction can be evaluated and making the services better.

Patanjali Ayurveda limited –New product pipeline and brand image drive company growth provides a comprehensive analysis regarding performance of the company and its FMCG product in india. The company manufactures more than 900 products including 45 types of cosmetic products and 30 types of food products. Patanjali beauty products are become extremely popular

and they are indeed in demand. After using their products, we have really found out why they are so much in demand. Patanjali products by Baba Ramdev has products like for the skin care, hair care, groceries etc. we have seen that there were so many patanjali soaps or body cleaners for various purpose like some are the bathing soaps, while some are suitable for dry skin.

REVIEW OF LITERATURE

Sinha and Singh (2015) **“Growing Herbal Cosmetics Indian Market”** they said that, competition in the cosmetic market in India between nation land international brand, and between herbal and chemical product. The increase tendency and attraction of younger generation especially female are towards the natural products.

Anupriya (2017) **“A study on consumer’s preference and perception towards Patanjali product”** view that the Consumers of this millennium have become more concerned about their health and also inclined to maintain quality of life which is reflected

through the preferential consumption of those products that protects the good state of their health as well as provide maximum satisfaction. Consumer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usage.

Subbulakshmi and Geethamani (2017) **“A Study On Customers Perception Towards Cosmetic Items In Patanjali Products With Special Reference To Tirupur City”** revealed that the Fast-moving consumer goods (FMCG) are products that are sold quickly and at relatively low cost. Patanjali is one of the great competitors of FMCG products in the market. The choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand especially when it comes to brand of eatable and cosmetics. Consumer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usage.

Jignesh Valand and Anand. Parikshit Kelkar (2018) **“An Empirical Study on Customers Perception Regarding Patanjali Tooth Paste in Anand City”** they study revealed that Consumer (who uses a product or service) is center point in the market, Today Patanjali provides wide varieties of choice in terms of toothpaste. The descriptive study mainly focusing to know the customer’s preference towards Patanjali brand, positioning of Patanjali brands in minds of people (who use a product or service) and products attributes influencing the consumer in terms of toothpaste.

NEED AND IMPORTANCE OF THE STUDY

Marketing is recognized as the most important or significant activity in our society. The important of marketing today is greater than the problem of production. The need of the study is to find out certain factors that have led to the growing boom of Patanjali products in the market, how different channels lead to pushing sales of products and to determine how shortage of same best selling products leads to loss of opportunity costs of products through different distribution channels.

This research will help us to understand the market dynamics and the customer behaviour are switching from multinational like to pantanjali’s herbal based products and to know whether patanjali can increase its

sales by increasing its opportunities cost and reducing its inventory cost by manufacturing more popular products.

STATEMENT OF THE PROBLEM

Purchase decision is complex in nature. There are many factors influencing buying behavior such as price, quality and Varsity, durability brand image/ owners pride etc. Price perception plays a major role in the decision process. A brand loyal consumer is committed to a particular brand and will buy the same brand irrespective of price, situations etc., people are different and do things for different reasons. In this situation, Indian manufactures would like to know how well their products meet the needs to different types of consumers residing in both urban area.

This study is mainly concerned with the assessment of the consumer buying behavior in respect of Patanjali soap (bath) products in Karur district. The consumer preference in the purchase of the Patanjali products decided by various factors such as age, occupation, income, brand, name, price, quality, package, offer, taste and the like. Hence this research aims to explore the customer preference and perception towards Patanjali Soap Products (Bath) With Special Reference to Karur District.

OBJECTIVES OF THE STUDY

1. To study the personal factors influencing the customers to purchase patanjali products
2. To study the customers awareness level and preference towards patanjali products
3. To analyze the factors influencing the customers to purchase patanjali products
4. To offer Findings suggestions and conclusions

RESEARCH METHODOLOGY

This study is based on both primary and secondary data. The primary data were collected through questionnaire. The secondary data has been collected from the books and magazines related to consumer behavior. The researcher took 120 respondents according to the convenience sampling techniques were used for the study. The primary data collected through questionnaire were analyze by using the simple percentage statistical techniques

ANALYSIS AND INTERPRETATION

Table-1: Personal Factors

S.No	Variables	Character	No.of Respondents	Percentage
1	Gender	Male	55	46
		Female	65	54
		Total	120	100
2	Age	Below -20	10	8
		20-30	60	50
		30-40	25	21
		40-50	15	13
		50 Above	10	8
		Total	120	100
3	Marital Status	Married	44	37
		Unmarried	76	63
		Total	120	100
4	Educational Qualification	Illiterate	12	10
		Schooling	17	14
		Graduate	34	28
		Post Graduate	25	21
		Professional	17	14
		Diploma	15	13
		Total	120	100
5	Occupation	Student	24	20
		Govt. Employee	23	19
		Private Employee	40	34
		Business	18	15
		Others	15	12
		Total	120	100
6	Income of the Family	Below RS.20,000	32	27
		Rs. 20,001-40,000	40	33
		Rs. 40,001-60,000	28	23
		Above Rs.60,000	20	17
		Total	120	100
7	Nature Family	Joint Family	42	35
		Nuclear	78	65
		Total	120	100
8.	No. of Members in Family	Up to 3	32	27
		Between 4-6	58	48
		Above-6	28	23
		Total	120	100
9.	Earning Members	Up to 2	68	57
		Above 2	52	43
		Total	120	100

The above table clearly describes, out of 120 respondents, 46% of the respondents are male and 54 % of the respondents are female. 8% were in the age group of below 20 years, 50% were 20-30 years in the age group, 21% were 30-40 years in the age group, 13% were 40-50 years in the age group and 8% of the respondents were above 50 years in the age group. and 37% of the respondents were married and 63% of the respondents were unmarried, and 10% of the respondents were illiterate, 14% of the respondents were school level, 28% of the respondents were graduate, 21% of the respondents were post graduate, 14% of the respondents were professional, and 13% of the respondents were diploma.

The above table reveals that, out of 120 respondents 20% of the respondents are students, 19% of the respondents are Govt. employees, 34% of the respondents are Private employees, 15% of the respondents are business, and 12% of the respondents are others. This table portrays that, 27% of the respondents have family monthly income below Rs.20,000, 33% of the respondents have family monthly income Rs.20001-40000, 23% of the respondents have family monthly income Rs.40001-60000 and 17% of the respondents have family monthly income above Rs.60000.

The above table reveals that, out of 120 respondents. 35% of the respondents of joint family, 65% of the respondents' nuclear family. 27% of the respondents having up to 3 family members, 48% of the respondents having between 4-6 family members, 23% of the respondents having above 6 family members, 57% of the respondents earning members up to 2, 43% of the respondents earning members above 2 members.

Table-2: Awareness of Patanjali Products

S.No	Awareness	No.of Respondents	Percentage (%)
1	Advertisement	70	58
2	Friends	20	17
3	Relatives	10	08
4	Neighbours	20	17
	TOTAL	120	100

The above table shows that, 58% of the respondents are aware about Patanjali bath soap product through advertisement, 17% of the respondents are aware through their friends, 8% of the respondents are aware through their relatives and 17% of the respondents are aware through their Neighbours.

Table-3: Place of Purchase of Patanjali Products

S.No	Purchase Place	No. Of Respondents	Percentage (%)
1	Patanjali shop	40	33
2	Super market	20	17
3	Online shopping	30	25
4	Departmental store	14	12
5	Medical shop	09	7
6	Retail shop	07	6
	Total	120	100

This table portrays that, out of 120 respondents 33% of the respondents are purchase from Patanjali shop, 17% of the respondents are purchase from super market, 25% of the respondents are purchase from online shopping, 12% of the respondents are purchase from departmental store, 7 % of the respondents are purchase from medical shop and 6% of the respondents are purchase from Retail shop.

Table-3: Factors Influencing Patanjali Products

S.No	Factor Influencing	No. Of Respondents	Percentage (%)
1	Low price	19	16
2	Quality	22	18
3	Brand name	23	19
4	Natural product	49	41
5	Easy available in the market	07	6
	Total	120	100

This table portrays that, out of 120 respondents, 16% of the respondents are prefer to patanjali product for the purpose of low price, 18% of the respondents for quality, 19% of the respondents for brand name, 41% of the respondents shift to patanjali product for the purpose natural product and 6% of the respondents for Easy available in the market.

FINDINGS

- Majority 54% of the respondents are female
- Majority 50% of the respondents are 20-30 years in the age group,
- Majority 63% of the respondents are unmarried.
- Majority 28% of the respondents are graduates.
- Majority 34% of the respondents are occupied Private employees,
- Majority 33% of the respondents have family monthly income Rs.20001-40000,
- Majority 65% of the respondents' are nuclear family.
- Majority 48% of the respondents having between 4-6 family member
- Majority 57% of the respondents earning members up to 2,
- 58% of the respondents are aware about Patanjali bath soap product through advertisement,
- 33% of the respondents are purchase from Patanjali shop,
- 41% of the respondents shift to Patanjali product for the purpose natural product

SUGGESTIONS

The research study provides facts about Patanjali soap (bath) products and that is the reason there is few suggestions below

- Patanjali bath soap products at present different varieties. So the product distributors to give the sample soap to the customers.
- To improve the supply chain management, because the Patanjali soap products easily available all the nearest retail shops and stores.
- The company provide is more advertisement at their product varieties and availability.
- Patanjali Ayurveda product should increase

their productivity and make sure that there will be no shortage of products in the market.

- Packing is silent sale man. So the package of the product should be more attractive to increase the sales.
- The company should be frequently announced Offers and discounts.
- The product manufacturers can conduct a survey for knowing the consumer need.

CONCLUSION

Consumer is a real king of the Market and business world. A business concern which obtains the affectionate of the consumers can successfully run its business for ever. The study reveals that most of the respondents are aware of the herbal bath soaps. Patanjali Ayurveda Ltd. Started out as a small pharmacy with its own exclusive outlets in selected areas and has expanded to sell a full range of consumer categories, from skin and hair care products, biscuits, edible oils to fruit juices, and groceries. With and advent of patanjali, there is greater consumption of products in this segment. Keeping this in view, the present research has made an attempt to understand consumers' perception towards Patanjali products.

Thus it reinforces our objectives that there is a relationship between the demographics and the perception of Patanjali products and also the important factors for Patanjali. Baba Ramdev should promote Swadeshi more towards younger generation as older people are by default influenced with it. Patanjali should try to convey the quality of products to people. Patanjali has increased their advertisement expenditure and this can be seen in our results were advertisement is the most important factor for consumers which are value communication.

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