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A STUDY ON PERCEPTION OF CONSUMERS TOWARDS HERBAL PRODUCTS IN HOME AND PERSONAL CARE WITH SPECIAL REFERENCE TO PATANJALI AT VIRUDHUNAGAR CITY

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Abstract: Herbal products in home and personal care segment to cater their varied needs. It is needless to point out that the consumers at present are having a rich choice of home and personal care product in the market. People are more cautious towards their health now a days. So the use of herbal home & personal products is increasing. Patanjali Ayurved Ltd is one of new entrants and has given a tough competition to other multinational home and personal care products. It is worthwhile to examine the perception of herbal home and personal care product of the sample of 75 consumers. Such an exercise would provide meaningful insight into the inner work of the sample so as to arrive at the precise answer to the fundamental marketing question what makes the consumers buy? This article gives an overall view of democratic profile of consumers, opinion of the respondents towards perception of herbal product for home and personal use. All the product related factors that influence the perception of the respondent are examined through mean score and level of consultation towards herbal products in home and personal care were analyzed.

Keywords: Consumer, Herbal products, Patanjali Ayurved

Introduction

Consumers of today are now offered with large variety of product in the home and personal care segment to cater their various needs. It is needless to point out that the consumers at present are having a rich choice of home and personal care products in the market. People are more cautious towards their health now a days. So the use of herbal, home & personal care products are increasing. Patanjali Ayurved Ltd is one of new entrants and has given a tough competition to other multinational home and personal care products. It is worthwhile to examine the perception of herbal home and personal care products from the sample of 75 consumers. Such an exercise would provide meaningful insight to arrive at the precise answer to the fundamental marketing question **what makes the consumers buy?**

OBJECTIVE OF THE STUDY

To access the perception of consumers towards herbal home and personal care products with special reference to Patanjali Ayurveda within Virudhunagar city

To identify the factors which influence the consumers to buy the herbal products with preference to Patanjali Ayurved Limited

LIMITATION OF THE STUDY

This study is only limited to 75 consumers within the city

The time allotted for study is one month which is a very short period to collect the data.

REVIEW OF LITERATURE

Cunningham, S.M (1967) examined the pattern of consumer behavior regarding the selection of one's favorite brand and its non-availability. He also analyzed purchasing behavior regarding the number of brands purchased, and the percentage of money spend on most frequently purchased brands by using a brand loyalty score. Relationship between brand loyalty and certain personality measures was observed in the Edwards Test.

According to Koen, .J.W., (1984) the brand and the advertisement are in a position to images and consumer preferences are established and occurred for existing brands although the image of the new advertisement is able to influence the brand.

Data collection - The researcher should keep in mind two types of data. They are Primary data and Secondary data.

Sampling Design - The data collected for the study from 75 respondents within virudhunagar city selected on the basis of convenience sampling.

Statistical Tools - Percentage analysis method, Rank

PATANJALI AYURVED LIMITED

Patanjali Ayurved Limited led by yoga guru Baba Ramdev and Acharya Balkrishna has been successful in selling a wide range of herbal home and personal care products across the country. Patanjali Ayurveda Limited is the fastest growing, fast moving consumer products manufacturer in India says CLSA report, 2015. In the financial year 2015, Patanjali crossed Rs 2,000 crore in annual sales revenue, while few other companies mainly Himalayas, Dabur, Emami have also been generating revenues and earning profits. Patanjali produces 444 products including 45 types of home and personal care products. Patanjali Ayurved sells its product through over 15,000 exclusive Patanjali outlets and 4700 retail outlets across India and plans to grow in the years to come. In October 2015, Future Group joined hands with Patanjali for a marketing partnership that focuses on raising the acceptance, popularity and accessibility for products amongst millions of Indian consumers. Patanjali is also in talks with e-commerce players. When a new company enters into business typically 12-20% of revenue will be spent on advertising and sales promotions, but Patanjali followed a unique word of mouth publicity model and has spent lesser on advertising and sales promotions. But now it has started advertising on television and print media. As a result they get more space in consumer mind. On seeing the huge success of Patanjali, almost all multinational companies started making efforts to introduce herbal products under their product mix. Some of the major players in the Indian herbal market are Dabur, Himalaya, Patanjali, Vicco, Emami and Lever Ayush.

ANALYSIS AND INTERPRETATION

Table 1: Demographic profile of the Respondents

Category	No of responses	% of Responses
Age		
20 - 30 yrs	21	28
31 - 40 yrs	27	36
41 - 50yrs	17	22.66
51 yrs. And above	10	13.34
Gender		
Male	31	41.33
Female	44	58.64
Marital Status Married Single **work profile** Salaried	 56 19 21	 74.66 25.34 28
Self employed	18	24
Housewife College Students	19 10	25.33 13.34
Retired	7	9.33

Source: Primary Data

In the present study, we have collected data from 75 respondents; the representation has been taken from various population groups. Among the 75 respondents the dominant age are 31 - 40 years (36%) followed by 20 - 30 years (28%), 41 - 50 years (22.66%), and 51 years and above(13.34%) respectively. In this study female respondents accounts for about 58.64% as compared to 41.33% of men respondents. Married respondents were about 74.66% and single respondents were about 25.34%. Based on the work profile salaried people accounted for about (28%) followed by house wife (25.33%), Self-employed (24%), college students (13.34%) and retired (9.33%) respectively.

Table 2: Preference for Herbal products in home and personal care

Response	No. of Responses	% of Responses
Use regularly	21	28
Occasionally used	54	72
Never used	0	0

Source: Primary Data

From the Table 2, we can find that all the respondents are aware of the herbal products by various brands available in the market. All respondents have tried or tested the herbal product at least once. 54 respondents that is 72% have said that they have used the herbal product for their home and personal purpose and 28% of respondents are using herbal products regularly.

Table 3: Factors influencing purchase of Herbal products in Home and personal care of Patanjali

The below table shows the various factors which influence the purchase of herbal home and personal care products of Patanjali

Factors	Mean	Rank
Medicinal Value	16.63	I
Company image	14.45	II
Product Quality	10.36	III
Price	6.89	IV
Promotion	4.42	V
Package	3.36	VI

Source: Primary Data

It is observed from Table 3 that herbal products are bought for their medicinal values and the absence of chemicals in the herbal products. So the factors that influence most of the respondents are its Medicinal Value and the non-existence of chemicals. The next preferred factor is the Brand image and also the fact that herbal products are 'Made in India' product. Least preference is given to the packaging because the consumer of herbal products gives more importance to values and the quality that the product and they do not mind the package of the product. The second least preference is given to the promotion. Mostly the herbal products are promoted through word of mouth. Promotion is needed in television and print media for these products at the time of introduction in the market.

CONCLUSION

The research indicated that herbal products are bought for their medicinal values and absence of chemical which affect the health followed by the brand trust and the quality of the product. Consumers have increasing demand for the herbal products across various income categories owing to growing awareness regarding the harmful effects of the chemicals in the home and personal care products and also the fact that herbal products are manufactured and sold by Indians which eventually increases the economic growth. The herbal product market is still in the blooming stage in India with the existing companies fighting to increase the market share and a number of companies planning to venture in the segment coupled with increasing awareness among consumers towards the goodness of these products, the usage of these products will be increasing in the coming years.

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