

CONTENTS

INDEX

TITLE	Page(s)
Direct Marketing A Way To Build Brand With Reference To Different Passenger Cars In India: A Managerial View Dr. Ranjeet Verma	02
Innovative Teaching And Learning Methodologies For Higher Education Institutions Dr. Anurag Sharma	18
Consumer Buying Behaviour: A Study In Context Of Patanjali Ayurveda Ltd Dr. Sachin Chauhan, Dr. R. K. Mittal	26
Globalization and its Impact on the Investment Climate of India Dr. Alpna Garg	36
Role Of Micro Finance Institutions In The Economic Development Of Rural India. Parmod Kumar, Dr. Vivek Mittal	52

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CONSUMER BUYING BEHAVIOUR: A STUDY IN CONTEXT OF PATANJALI AYURVEDA LTD

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Abstract

The ever changing marketing scenario and extensive competition over the world has increased the role of brand at unparalleled level. Every person is a consumer of different brands at the same time. 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. 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 eatables and cosmetics. In pursuit of a healthy lifestyle Indians has become more inclined to Ayurvedic or Herbal therapy as alternative healthcare for natural cure.

In this paper the consumer satisfaction will be discovered through field survey. Consumer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usage. If the perceived benefits turned out to be almost same as expected, customer is highly satisfied and that is how the company achieves loyalty of the customer towards the products. The study also attempt to analyze the relationship between the brand image and customer satisfaction of patanjali products.

Keywords: Ayurved, Customer Satisfaction, Brand Image

INTRODUCTION

The Indian Consumers rely more on the perception of their near and dear ones before actually buying or using the product. The perceptions of the people around us affect the

decision to buy or not to buy. The decision of buying or not buying continues into the mind of the prospective consumer unless his decision is not supported by many. Thus in order to survive in the marketing environment of a country like India, brands need to be positioned in the minds of people. India is already an attractive destination for brands to set the favorable marketing conditions. India has known to be a hub of Herbal brands as well since the herbal products are deeply associated with the spirituality sentiments of the people. World Health Organization study concluded that about 80 percent of the world population is dependent on natural products for their health care instead of modern medicines primarily because of the side effects and high cost of these modern medicines (Sharma, Shanker, Tyagi, Singh, & Rao, 2008). The worldwide herbal market products are around \$6.2 billion and estimated to reach \$5 trillion by the year 2050 (WHO & Kumar & Janagam, 2011). So due to these benefits consumer look after the products which are reasonable to purchase and having minimum side effects on their health. That was the time when Patanjali started its operations with Patanjali yogpeeth in Hardiwar, Uttarakhand. Patanjali yogpeeth one of the largest yoga institutes in the country. Swami Ramdevji Maharaj and Acharya Balkrishanaji Maharaj set up Patanjali Ayurveda Pvt Ltd for treatment, research and development and for the manufacturing of ayurvedic medicines in Yoga and Ayurveda.

Patanjali Yogpeeth offers treatment and scientific research and has brought a revolution when it comes healthcare in the country with the combined approach of Yoga and Ayurveda.

This particular tendency has been responsible for phenomenal popularity of Baba Ramdev's Patanjali Ayurvedic products. In today's turbulent markets with changing customer needs and growing product variety, Baba Ramdev has developed a unique blend of Ayurveda and Vedic philosophy under the brand Patanjali to pull the market by offering value for his customers. This paper attempts to ventilate the reasons which have lead to the revolutionary success of Baba Ramdev's Ayurvedic brand Patanjali that clocked a turnover of about Rs 1,200 crore in 2013-14 through the use of Mass customization and Content marketing.

The company is set up with an objective to provide superior quality of products at fair price and to get their customers rid off the chronic diseases by providing products which are organic and natural. This concept of Herbal and Pure has gained momentum in India and across the world since people now a days are more centered towards keeping themselves near to Nature due to their commercialized routines. PATANJALI AYURVEDA LTD has more than 100 different products in the catalogue for Skin, Hair, Heart, Eyes and Kidney diseases. Patanjali's recent tie up with Future Group to enter into FMCG segment through Big Bazaar Retail stores is another big advantage towards the availability of Patanjali Products near to their consumers. The Patanjali Products have rightly been placed at advantage by the very concept of "Marketing through Spirituality".


Patanjali Products in the Market

GROCERY	Pulses
	Flour
	Edible Oil and Ghee
	Staples
READY FOOD	Confectionary
	Snacks & Breakfast
	Sauces & Pickles
	Sweets
PERSONAL CARE	Face Care
	Body Care
	Hair Care
	Oral Care
	Make up
	Soaps and Hand wash
	Shaving and Grooming
HEALTH CARE	Health Drinks
	Chyawanprash
	Nutrition & Supplements
	Digestives
HOUSEHOLDS	Cleaning & Washing
BEVERAGES	Juices and Fruit Drinks
	Sharbat and Squash

Pricing of Patanjali products vs its competitors

PRODUCT NAME	QUANTITY	PATANJALI PRICE	COMPETITOR'S PRICE	COMPETITOR'S BRANDS
Cow Ghee	1 Ltr	450	710	Parsi Dairy
Saundarya Face Wash	60 gm	60	80	Pears Face Wash
Honey	500 gm	135	199	Dabur Honey
Kesh Kanti Shampoo	200 gm	110	159	Head & Shoulder
Kanti Neem Soap	75 gm	15	24	Himalaya Neem Soap
Super Dish Wash Bar	175 gm	10	15	VIM Dish Wash Bar
Corn Flakes Mix	500 gm	145	182	Kelloggs Corn Flakes
Detergent Powder	250 gm	13	19	RIN Detergent Powder
Pineapple Juice	1 Ltr	85	99	Dabur Real Juice
Special Chyawan Prash	500 gm	115	160	Dabur Chyawanprash

The graph shows that the Patanjali is getting growth year over year, in the last financial year it has shown double growth in terms of revenues generated.



Year	Revenues (In Rs Crore)
2009-10	163
2010-11	317
2011-12	446
2012-13	850
2013-14	1200
2014-15	2006
2015-16	5000
2016-17	10561

OBJECTIVE OF STUDY

The study is conducted keeping in view the following objectives:

- To study the impact of brand image of Baba Ram Dev on the consumer's perception to buy Patanjali Products.
- To know the attributes that a customer keeps in mind while buying 'PATANJALI' Products
- To study the satisfaction level of consumers after using 'PATANJALI' Products

SAMPLE DESCRIPTION

The aim of the study was to examine the impact of branding on customer satisfaction and loyalty. To attain this objective a survey was conducted in Uttarakhand. Due to time limitations, 200 users of Patanjali Products were selected and questionnaire was distributed to them. The questionnaire design was built up to know the type of products people use, the reason for their buying such product and their post buying satisfaction level from that product. Secondary sources have also been used to collect information about 'Patanjali' brands. Journals, articles, research reports and government documents were reviewed to get the insight of the previous interventions. Also websites of natural products manufacturing company and online document were investigated to conduct this research.

SWOT ANALYSIS OF PATANJALI AYURVEDA LTD

Strength

- Spiritual connect with the consumer en masse.
- Herbal products with natural ingredients
- Strong and Innovative R&D
- Baba Ramdev – face of the brand

Weakness

- Controversies like noodles not approved by FSSAI at the time of launching
- Products like putrajeewak which creates negative impact on the brand
- Strong competitors and low exports

Opportunity

- There is a large domestic market for FMCG Products
- Low entry barrier for new and innovative herbal products

Threats

- Competitors keeping a close eye on the growth of Patanjali Ayurveda
- Controversies around the Patanjali group
- Weak supply chain as compared to the competitors

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

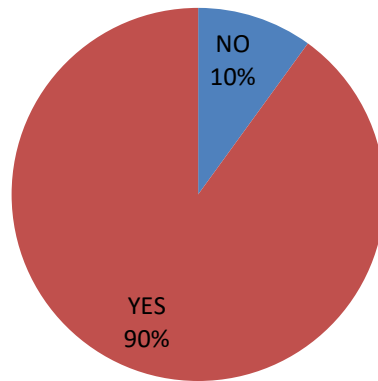
Measures	Description	Frequency
Age	0-20	35
	21-40	100
	40 and above	65
Gender	Male	100
	Female	100
occupation	Service	95
	Business	20
	Students	35
	House wife	50
Income(in lakhs p.a)	0-1lakh	50
	1lakh-2 lakh	30
	2lakh-3 lakh	100
	3lakh & Above	20

That above table summarizes the characteristics of users of Patanjali products. Out of 200 users, dominant portion i.e. nearly $\frac{1}{2}$ of the users age between 21-40 years. Looking at the gender distribution, 50% of the users taken under study are females who can perceive to be more interested in buying herbal cosmetics. In Occupation frequency, 18% of the users are students who are pursuing studies followed by 30% of service class users. The purchasers of Patanjali products are significantly from middle income group having income between 2 lakh- 3 lakh.

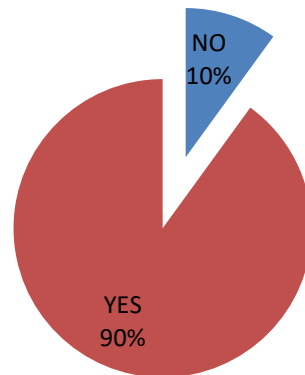
FINDINGS

1. The preference of Male and female shows that there is no significant difference. Both are inclined towards Patanjali products.

PREFERENCE OF MALE

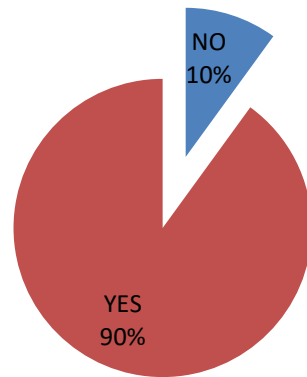


PREFERENCE OF FEMALE



2. 90% people said that they connect the positive image of Patanjali with Baba Ram Dev. But some religions also don't buy the products because of Ram Dev's name.

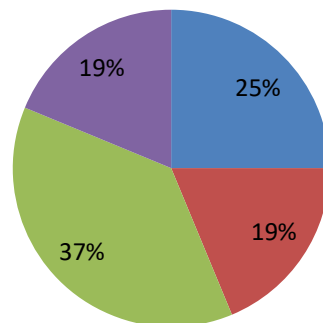
IMPACT OF RAM DEV'S IMAGE



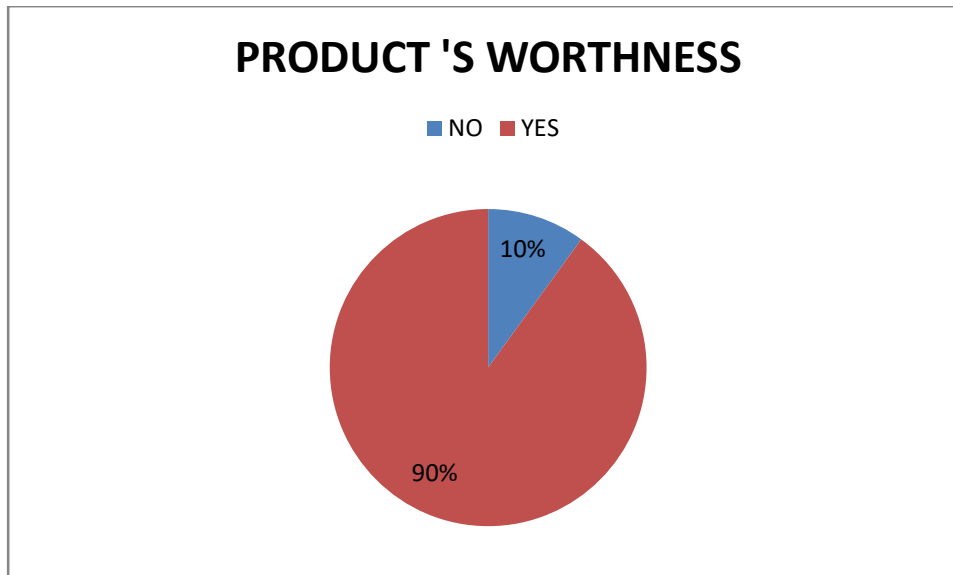
3. Personal care products are more preferred by consumers followed by Food items.

PRODUCT'S PREFERENCE

■ FOOD ■ BEVEREGES ■ PERSONAL CARE ■ AYURVEDIC MEDICINE



4. 90% people are satisfied with the pricing strategy of Patanjali products. They feels that the product are worth to money.



CONCLUSION

The paper shows that there are many significant factors that together make up the buying decision of the product. Customers' perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In the above study, a large portion of the user is satisfied from Patanjali products. It may be because of reasonable price of the product. It may be due to ability of the product to cure the problem. The satisfaction brings in the retention of customer. Patanjali is enjoying the advantageous position in market through spirituality element involved in its products. However, it should not ignore the competitors like Naturals, pure roots, Vindhya herbals. Patanjali in order to retain more customers and satisfy them, must fulfill the claims made by the company before any other brand may mushroom up and take away the benefits of marketing through spirituality.

LIMITATIONS

The results of the study may not be generalized because researcher followed convenient sampling method. Moreover, the study includes students with zero income which may not give conclusive results as income affects the buying capacity too. Also, Researcher could not gather much data from age group of 55 and above. The bias cannot be excluded since the researcher only reached out to accessible area to distribute and gather information. Time and resource constraint are other limitations too.

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