

# 1 Customer Perception towards Brand: A Study on 'Patanjali'

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## 6 **Abstract**

7 Introduction-The ever changing marketing scenario and heightened competition over the globe  
8 has amplified the role of brand at unparalleled level. Every person is a consumer of different  
9 brands at the same time. The choice and usage of a particular brand by the consumer over the  
10 time is affected by the quality benefits offered by the brand especially when it comes to brand  
11 of eatables and cosmetics. Consumer satisfaction is derived when he compares the actual  
12 performance of the product with the performance he expected out of the usage. Philip Kotler  
13 (2008) observed that satisfaction is a person's feelings of pressure or disappointment resulting  
14 from product's perceived performance (outcome) in relation to his or her expectations. If the  
15 perceived benefits turned out to be almost same as expected, customer is highly satisfied and  
16 that is how the company achieves loyalty of the customer towards the products.

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18 **Index terms**— changing marketing scenario and heightened competition.

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## 20 **2 I. Introduction**

21 In Indian scenario, perceptions about a particular brand are important because Indian customers rely on the  
22 perception of their near and dear ones before actually buying or using the product. The perceptions of the people  
23 around us affect our decision to buy or not to buy the product. Perceptions are highly subjective and thus easily  
24 distorted. The qualm of buying and not buying continues into the mind or the black box of the prospective  
25 consumer unless his decision is not supported by many. Thus in order to survive in the marketing environment  
26 of a country like India, brands need to be positioned in the minds of people. India is already an attractive  
27 destination for brands to set in due to favorable marketing conditions. India has known to be a hub of Herbal  
28 brands as well since the herbal products are deeply associated with the spirituality sentiments of the people.  
29 A WHO (World Health Organization) study estimates that about 80 percent of world population depends on  
30 natural products for their health care instead of modern medicines primarily because of side effects and high cost  
31 of modern medicine (Sharma, Shanker, Tyagi, Singh, & Rao, 2008) The worldwide herbal market products are  
32 around \$6.2 billion and estimated to reach \$5 trillion by the year 2050 (WHO & Kumar & Janagam, 2011) This  
33 paper carries out a study on what factors affect buying decision of the buyers for brand PATANJALI.

34 "Patanjali "-a brand set up by PATANJALI AYURVEDA LTD is backed by robust preaching and promotion  
35 of World renowned Guru Swami Ramdevji and an international authority on Ayurveda and Traditional Herbs.  
36 The company is set up with an objective to provide superior quality of products at fair price and to get their  
37 customers rid off the chronic diseases by providing products which are organic and natural. This concept of  
38 Herbal and Pure has gained momentum in India and across the world since people now a days are more centered  
39 towards keeping themselves near to Nature due to their commercialized routines. PATANJALI AYURVEDA  
40 LTD has more than 100 different products in the catalogue for Skin, Hair, Heart, Eyes and Kidney diseases.  
41 Patanjali's recent tie up with Future Group to enter into FMCG segment through Big Bazaar Retail stores is  
42 another big advantage towards the availability of Patanjali Products near to their consumers. The Patanjali  
43 Products have rightly been placed at advantage by the very concept of "Marketing through Spirituality" II.

### 44 3 Objectives of the Study

45 The study in hand is conducted keeping in view the following objectives: ? To study the brand perception of  
 46 'PATANJALI' in minds of Consumers ? To know the attributes that a customer keeps in mind while buying  
 47 'PATANJALI' Products ? To study the satisfaction level of consumers after using 'PATANJALI' Products III.

### 48 4 Research Methodology

49 This paper is based on primary data collected through questionnaires from 100 users of Patanjali Products within  
 50 Punjab. The questionnaire design is built up to know the type of products people use, the reason for their buying  
 51 such product and their post buying satisfaction level from that product. Secondary sources have been used to  
 52 collect information about 'Patanjali' brands. Journals, articles, research reports and government documents were  
 53 reviewed to get the insight of the previous interventions that the stakeholders and policy makers have already  
 54 in place. Also websites of natural products manufacturing company and online Customer Perception towards  
 55 Brand: A Study on 'Patanjali' he ever changing marketing scenario and heightened competition over the globe  
 56 has amplified the role of brand at unparalleled level. Every person is a consumer of different brands at the  
 57 same time. The choice and usage of a particular brand by the consumer over the time is affected by the quality  
 58 benefits offered by the brand especially when it comes to brand of eatables and cosmetics. Consumer satisfaction  
 59 is derived when he compares the actual performance of the product with the performance he expected out of the  
 60 usage.

61 Philip Kotler (2008) observed that satisfaction is a person's feelings of pressure or disappointment resulting  
 62 from product's perceived performance (outcome) in relation to his or her expectations. If the perceived benefits  
 63 turned out to be almost same as expected, customer is highly satisfied and that is how the company achieves  
 64 loyalty of the customer towards the products. That above table summarizes the characteristics of users of Patanjali  
 65 products. Out of 100 users, dominant portion i.e. nearly 2/3 rd of the users age between 20-40 years. Looking at  
 66 the gender distribution, 70% of the users taken under study are females who can perceive to be more interested in  
 67 buying herbal cosmetics. In Occupation frequency, nearly half of the users are students who are pursuing studies  
 68 followed by 35% of service class users. The purchasers of Patanjali products are significantly from low income  
 69 group having and income below 1 lakh. This is because the significant portions of users are students who have  
 70 little or no Income.

### 71 5 ? Correlation Analysis

72 The values of correlation among the factors which affect buying decision of the users is given below:

73 The correlation values among the factors affecting buying decisions are mostly positively correlated. Income  
 74 of the users has negative correlation with reasonable price but not so significant. This is because most of the  
 75 users under study fall under low or no income group so they are dependent upon others for buying the Patanjali  
 76 products; price is not of so significance to them. Income is strongly and positively correlated to good quality  
 77 since people are ready to pay to spend significant portion of their income on good quality. Income has negative  
 78 correlation with 'experience of others' factor. Since people do not consider their income level if they get a positive  
 79 opinion from people in order to get their problem healed. Reasonable price is strongly correlated with good  
 80 quality as quality demands cost. On the other hand, good quality has negative correlation with Advertising of  
 81 Patanjali Products since quality can only be assured after using the product not only through advertising. Health  
 82 benefit is highly correlated to Good quality but negatively correlated to income as users do not look into the  
 83 pocket friendliness in hope of extracting the cure to the problem they are looking for. Brand Image is positively  
 84 correlated to availability (.466) as products with good brand image are easily taken away by distributors. The  
 85 'natural and pure' factor shows positive correlation (.289) with 'Swadeshi' which shows the spiritual sentiments  
 86 of Indian people attached to the Indian Brand 'Patanjali'. Influencing factor for 'Swadeshi' is endorsement of  
 87 brand by Baba Ramdevji. The followers of Baba Ramdevji seem to believe in Swadeshi factor and thus show  
 88 positive correlation (0.393). Also, the informative nature of products is positively correlated to name of Baba  
 89 Ramdevji (0.429) which means the expected health benefits to be derived from the product is well endorsed by  
 90 Baba Ramdevji which induce the followers to buy the product.

91 For the purpose of regression, satisfaction level of the user is taken as dependent variable and attributes of  
 92 products are independent variables. We assume H 0 The customers are dissatisfied by using Patanjali Products  
 93 and hence, they will not buy product again.

### 94 6 ( E )

95 So we regress the satisfaction of customer on the factors which together make up his buying decision. We also  
 96 regress 'buying again' factor to other attributes of product to further study the satisfaction of the user, because  
 97 if a customer is satisfied, the user will purchase the product again. The above table shows that about 29%  
 98 variability in satisfaction level of customer is explained by the dependent variables. The significance level is .015  
 99 which is less than 0.05, so we reject the null hypothesis and conclude that users are satisfied using the Patanjali  
 100 products. The above table shows that value of  $p < 0.001$  in all cases except in case of advertising depicting the  
 101 rejection of Null hypothesis in all other cases accept advertising. That means advertising of 'Patanjali' is effective

102 to post buying satisfaction level of people because of claims made by the advertisers in their ads from experience  
103 of others.

## 104 **7 Model Summary**

## 105 **8 Model**

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

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

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Figure 1: T

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Model	Model Summary				
	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.538	.289	.152		.868
a					
ANOVA					
a					
Sum of Squares					
Model		df	Mean Square	F	Sig.
1	Regression	16	1.592	2.113	.015
	Residual	83	.754		
	Total	99			

a. Dependent Variable: Satisfied

b. Predictors: (Constant), Advertising, GoodQuality, Age, Availability, Experience, N & P ( natural and pure), Health Benefits, B.Ramdev(endorsement), Gender, Swadeshi, Reasonable Price, BrandImage, Occupation, Informative, income, Ad-ons

a) Regression Analysis

Figure 2:

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