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

By Miss Rupali Khanna

*Chandigarh University, India*

**Introduction-** The ever changing marketing scenario and heightened competition over the globe has amplified the role of brand at unparalleled level. Every person is a consumer of different brands at the same time. 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. Consumer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usage. Philip Kotler (2008) observed that satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. 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.

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CUSTOMERPERCEPTIONTOWARDSBRANDASTUDYONPATANJALI

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

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## I. INTRODUCTION

The ever changing marketing scenario and heightened competition over the globe has amplified the role of brand at unparalleled level. Every person is a consumer of different brands at the same time. 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. Consumer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usage. Philip Kotler (2008) observed that satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. 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.

In Indian scenario, perceptions about a particular brand are important because Indian customers rely on the perception of their near and dear ones before actually buying or using the product. The perceptions of the people around us affect our decision to buy or not to buy the product. Perceptions are highly subjective and thus easily distorted. The qualm of buying and not buying continues into the mind or the black box 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 in due to 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. A WHO (World Health Organization) study estimates that about 80 percent of world population depends on natural products for their health care instead of modern medicines primarily because of side effects and high cost of modern medicine (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) This paper carries out a study on what factors

affect buying decision of the buyers for brand PATANJALI.

"Patanjali" - a brand set up by PATANJALI AYURVEDA LTD is backed by robust preaching and promotion of World renowned Guru Swami Ramdevji and an international authority on Ayurveda and Traditional Herbs. 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"

## II. OBJECTIVES OF THE STUDY

The study in hand is conducted keeping in view the following objectives:

- To study the brand perception of 'PATANJALI' in minds of Consumers
- 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

## III. RESEARCH METHODOLOGY

This paper is based on primary data collected through questionnaires from 100 users of Patanjali Products within Punjab. The questionnaire design is 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 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 that the stakeholders and policy makers have already in place. Also websites of natural products manufacturing company and online

*Author: Faculty & Research scholar (part-time) Chandigarh University, Gharuan, Punjab. e-mail: rupalikhanna96@gmail.com*

document were investigated to conduct this research. To analyze the questionnaire results tools of descriptive statistics, correlation, regression and non-parametric (chi-square) test have been used.

#### IV. FINDINGS AND OBSERVATION

The data collected through 100 questionnaires is analyzed through frequency distribution, correlation and regression tools. The below table shows the frequency distribution of the data.

Measure	item	frequency
Age	0-20	23
	20-40	64
	40 and above	13
Gender	Male	30
	Female	70
Occupation	service	35
	Business	11
	Students	53
	House wife	1
Income (in lakhs p.a)	0-1	57
	1-2	15
	2-3	12
	3 & above	16

That above table summarizes the characteristics of users of Patanjali products. Out of 100 users, dominant portion i.e. nearly 2/3<sup>rd</sup> of the users age between 20-40 years. Looking at the gender distribution, 70% of the users taken under study are females who can perceive to be more interested in buying herbal cosmetics. In Occupation frequency, nearly half of the users are students who are pursuing studies followed by 35% of service class users. The purchasers of Patanjali products are significantly from low income group having and income below 1 lakh. This is because the significant portions of users are students who have little or no Income.

##### ➤ Correlation Analysis

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

The correlation values among the factors affecting buying decisions are mostly positively correlated. Income of the users has negative correlation with reasonable price but not so significant. This is because most of the users under study fall under low or no income group so they are dependent upon others for buying the Patanjali products; price is not of so significance to them. Income is strongly and positively correlated to good quality since people are ready to pay to spend significant portion of their income on good quality. Income has negative correlation with 'experience of others' factor. Since people do not consider their income level if they get a positive opinion from people in order to get their problem healed. Reasonable price is strongly correlated with good quality as quality demands cost. On the other hand, good quality has negative correlation with Advertising of Patanjali Products since

quality can only be assured after using the product not only through advertising. Health benefit is highly correlated to Good quality but negatively correlated to income as users do not look into the pocket friendliness in hope of extracting the cure to the problem they are looking for. Brand Image is positively correlated to availability (.466) as products with good brand image are easily taken away by distributors. The 'natural and pure' factor shows positive correlation (.289) with 'Swadeshi' which shows the spiritual sentiments of Indian people attached to the Indian Brand 'Patanjali'. Influencing factor for 'Swadeshi' is endorsement of brand by Baba Ramdevji. The followers of Baba Ramdevji seem to believe in Swadeshi factor and thus show positive correlation (0.393). Also, the informative nature of products is positively correlated to name of Baba Ramdevji (0.429) which means the expected health benefits to be derived from the product is well endorsed by Baba Ramdevji which induce the followers to buy the product.

Correlations														
		income	reasonablePrice	GoodQuality	Benefits	AVLBLITY	BrandImage	&P	Informative	B.Ramdev	Swadeshi	Experience	Ad ons	Adv
income	Pearson Correlation	1	-.044	.219*	-.065	.079	.142	.136	.179	-.015	.227*	-.295**	.027	-.226*
	Sig. (2-tailed)		.665	.029	.519	.436	.157	.178	.075	.883	.023	.003	.788	.024
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Reasonable Price	Pearson Correlation	-.044	1	.410**	.237*	.208*	.187	-.074	.098	.235*	.192	.083	.146	.113
	Sig. (2-tailed)	.665		.000	.018	.038	.062	.465	.334	.019	.055	.410	.146	.263
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
GoodQuality	Pearson Correlation	.219*	.410**	1	.367**	.076	.374**	.238*	.049	.086	.067	.215*	.059	-.008
	Sig. (2-tailed)	.029	.000		.000	.451	.000	.017	.628	.396	.511	.032	.562	.936
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
HealthBenefits	Pearson Correlation	-.065	.237*	.367**	1	.004	.138	.201*	.050	.012	.032	.222*	.029	.028
	Sig. (2-tailed)	.519	.018	.000		.970	.172	.045	.618	.907	.751	.027	.775	.785
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
AVLBLITY	Pearson Correlation	.079	.208*	.076	.004	1	.466**	.231*	.403**	.307**	.320**	.161	.413**	.140
	Sig. (2-tailed)	.436	.038	.451	.970		.000	.021	.000	.002	.001	.111	.000	.163
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
BrandImage	Pearson Correlation	.142	.187	.374**	.138	.466**	1	.271**	.242*	.261**	.280**	.239*	.382**	.191
	Sig. (2-tailed)	.157	.062	.000	.172	.000		.006	.015	.009	.005	.017	.000	.058
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
N & P	Pearson Correlation	.136	-.074	.238*	.201*	.231*	.271**	1	.241*	.045	.289**	.132	.143	.034
	Sig. (2-tailed)	.178	.465	.017	.045	.021	.006		.016	.653	.004	.189	.155	.736
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Informative	Pearson Correlation	.179	.098	.049	.050	.403**	.242*	.241*	1	.429**	.507**	.018	.337**	.160
	Sig. (2-tailed)	.075	.334	.628	.618	.000	.015	.016		.000	.000	.862	.001	.112
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
B.Ramdev	Pearson Correlation	-.015	.235*	.086	.012	.307**	.261**	.045	.429**	1	.393**	.152	.446**	.218*
	Sig. (2-tailed)	.883	.019	.396	.907	.002	.009	.653	.000		.000	.132	.000	.030
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Swadeshi	Pearson Correlation	.227*	.192	.067	.032	.320**	.280**	.289**	.507**	.393**	1	-.038	.301**	.217*
	Sig. (2-tailed)	.023	.055	.511	.751	.001	.005	.004	.000	.000		.710	.002	.030
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Experience	Pearson Correlation	-.295**	.083	.215*	.222*	.161	.239*	.132	.018	.152	-.038	1	.108	-.016
	Sig. (2-tailed)	.003	.410	.032	.027	.111	.017	.189	.862	.132	.710		.287	.875
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Ad ons	Pearson Correlation	.027	.146	.059	.029	.413**	.382**	.143	.337**	.446**	.301**	.108	1	.428**
	Sig. (2-tailed)	.788	.146	.562	.775	.000	.000	.155	.001	.000	.002	.287		.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
Adv	Pearson Correlation	-.226*	.113	-.008	.028	.140	.191	.034	.160	.218*	.217*	-.016	.428**	1
	Sig. (2-tailed)	.024	.263	.936	.785	.163	.058	.736	.112	.030	.030	.875	.000	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

## a) Regression Analysis

For the purpose of regression, satisfaction level of the user is taken as dependent variable and attributes of products are independent variables. We assume  $H_0$ . The customers are dissatisfied by using Patanjali Products and hence, they will not buy product again.

So we regress the satisfaction of customer on the factors which together make up his buying decision. We also regress 'buying again' factor to other attributes of product to further study the satisfaction of the user, because if a customer is satisfied, the user will purchase the product again. The regression table is as follows:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.538 <sup>a</sup>	.289	.152	.868

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	25.478	16	1.592	2.113	.015 <sup>b</sup>
Residual	62.562	83	.754		
Total	88.040	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

The above table shows that about 29% variability in satisfaction level of customer is explained by the dependent variables. The significance level is .015 which is less than 0.05, so we reject the null hypothesis and conclude that users are satisfied using the Patanjali products.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.602 <sup>a</sup>	.363	.239	.929

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	40.283	16	2.518	2.920	.001 <sup>b</sup>
Residual	70.707	82	.862		
Total	110.990	98			

Here, the value of p is far less than 0.05 too depicting that people, being satisfied, would like to buy Patanjali Product again after using once.

Chi square interpretation (test of association)

$H_0$ : The product attributes affect post buying satisfaction level of the buyer

$H_1$ : The product attributes do not affect post buying satisfaction level of the buyer

Test Statistics																	
	nableP rice	GoodQu ality	HealthB enefits	AVLB TY	BrandI mage	&P	Inform ative	B.Ram dev	Swade shi	Experi ence	Ad ons	Adv	price- quality	health benefit	band image	recom mend	buy again
Chi-Square	54.200 <sup>a</sup>	72.600 <sup>b</sup>	95.500 <sup>b</sup>	29.720 <sup>a</sup>	34.880 <sup>a</sup>	74.000 <sup>a</sup>	34.640 <sup>a</sup>	16.640 <sup>a</sup>	36.080 <sup>a</sup>	39.560 <sup>a</sup>	22.040 <sup>a</sup>	5.960 <sup>a</sup>	82.880 <sup>a</sup>	99.680 <sup>a</sup>	61.760 <sup>a</sup>	03.121 <sup>c</sup>	73.303 <sup>c</sup>
df	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Asymp. Sig.	.000	.000	.000	.000	.000	.000	.000	.005	.000	.000	.001	.310	.000	.000	.000	.000	.000

The above table shows that value of  $p < 0.001$  in all cases except in case of advertising depicting the rejection of Null hypothesis in all other cases accept advertising. That means advertising of 'Patanjali' is effective to post buying satisfaction level of people because of claims made by the advertisers in their ads from experience of others.

## V. CONCLUSION

The Findings in the paper show 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.

## VI. LIMITATION OF THE STUDY

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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