Project Dissertation

On

Consumer Perception towards Patanjali Products

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CERTIFICATE FROM THE INSTITUTE

This is to certify that the project dissertation report titled "Consumer Perception towards Patanjali Products" is a bona fide work carried out by Mr. Sachin Gupta of MBA 2015-17 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, New Delhi-110042 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

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DECLARATION

I, Sachin Gupta, student of MBA 2015-17 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042, declare that the project dissertation report on "Consumer Perception towards Patanjali Products", submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

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Sachin Gupta
DSM, 2015-2017

EXECUTIVE SUMMARY

The Patanjali is one of the leading and fastest growing FMCG (fast moving consumers' good) manufacturers in India and a well-known brand name. A detailed profile of the company and its presence has been undertaken, as it provides a preface to further studies of the project.

The FMCG market is divided into various segments, when it comes to product offering, with goods having a vast price range. There is something for every customer, depending upon the price range, which this market offers. In today's world of cut-throat competition, companies are not leaving any stone unturned to tap as many customers as possible.

In India, a shift has been observed with majority of people getting more inclined towards ayurvedic and herbal products.

The study consists of ascertaining the Consumer Awareness and Customer Feedback regarding Patanjali. A survey was created to be carried out in order to know the consumers' response and attitude towards the company, customers' feedback on the basis on product's value for money, usage, dependability and effectiveness. It also deals with customers' satisfaction, when it comes to the different products provided by the company.

A total of 225 customers have taken part in this procedure. The creation of survey, data collection, data interpretation and analysis has been carried out. It deals with the series of questions, which help to determine following factors:

- Key factors which drive the consumers' buying decision.
- Brand awareness of Patanjali, and that of the close competitors in the market.
- Brand Image/Perception of consumers regarding Patanjali.
- Level of satisfaction while using a Patanjali product.
- Factors which make Patanjali products favorable/unfavorable to other competitors' products and services.

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CHAPTER 1

INTRODUCTION

1.1 Industry Profile

1.1.1 Overview

Fast Moving Consumer Goods (FMCG) goods are popularly named as consumer packaged goods. Items in this category include all consumables people buy at regular intervals. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily of frequent consumption and have a high return.

Indian consumer segment is broadly segregated into urban and rural markets, and is attracting marketers from across the world. The sector comprises of a huge middle class, relatively large affluent class and a small economically disadvantaged class, with spending anticipated to more than double by 2025.

With rise in disposable incomes, mid- and high-income consumers in urban areas have shifted their purchasing trend from essential to premium products. In response, firms have started enhancing their premium products portfolio. Indian and multinational FMCG players are leveraging India as a strategic sourcing hub for cost-competitive product development and manufacturing to cater to international markets.

Rural areas expected to be the major driver for FMCG, as growth continues to be high in these regions. Rural areas saw a 16 per cent, as against 12 per cent rise in urban areas. Most companies rushed to capitalize on this, as they quickly went about increasing direct distribution and providing better infrastructure. Companies are also working towards creating specific products specially targeted for the rural market.

The Government of India has also been supporting the rural population with higher minimum support prices (MSPs), loan waivers, and disbursements through the National Rural Employment Guarantee Act program. These measures have helped in reducing poverty in rural India and given a boost to rural purchasing power. Hence rural demand is set to rise with rising incomes and greater awareness of brands.

1.1.2 Market Analysis

The Indian FMCG sector is the fourth largest sector in the economy with a total market size in excess of US$ 49 billion and provides employment to around three million people accounting for approximately five per cent of the total factory employment in the country. It has a strong MNC presence and is characterized by a well established distribution network, intense competition between the organized and unorganized segments and low operational cost. Availability of key raw materials, cheaper labour costs and presence across the entire value chain gives India a competitive advantage. India is at the cusp of the FMCG S-curve and there is significant room to grow over the next 5-10 years. A nominal GDP growth rate of roughly 12 per cent over the next three years could signal an FMCG growth by over 15 per cent. The FMCG market is set to more than double from US$ 49 billion in 2017 to US$ 104 billion in 2020.

Penetration level as well as per capita consumption in most product categories like jams, toothpaste, skin care, hair wash etc in India is low indicating the untapped market potential. Burgeoning Indian population, particularly the middle class and the rural segments, presents an opportunity to makers of branded products to convert consumers to branded products. Growth is also likely to come from consumer 'upgrading' in the matured product categories.

Food is emerging as the fastest growing segment at 10 per cent, with larger towns and more affluent consumers driving this growth. On the other hand, home care grew at 9 per cent, which was driven by less affluent consumers residing in small towns and rural areas.

1.2 Organization Profile

Baba Ramdev & Acharya Shree Balkrishna jointly founded Patanjali Ayurveda in 2006 with the vision of setting up science of Ayurveda in accordance and coordination with the ancient wisdom and latest technology so that superior quality of products can be provided at fair price and by using organic and natural products; their customers get rid of various diseases. The idea of using herbal and pure products has gained momentum in India and across the world. Now-a-days, people prefer to be nature-centric due to their commercialized routines.

On 23rd April, 2012, Baba Ramdev announced his new entrant company "Patanjali Ayurved Limited" into Indian market of FMCG after realizing the huge potential of Ayurvedic products in Indian herbal retail trade and FMCG sector, with more than 100 products, including cosmetics, toiletries and others under 'Swadeshi' line. Patanjali products got placed in the shelves in Star Bazaar, Big Bazaar, Hyper City and Reliance Retail after using methods of franchised outlets & distributors for maximize reach of their products. With a capacity to process 1,000 tons of raw materials, rolling out 500 products in medicine, food and cosmetics and toiletries, Patanjali has four manufacturing units in Haridwar.

Concept of "Marketing through Spirituality" has given a strong competitive advantage to Patanjali Products.

Patanjali reduced its expenditure significantly on advertisements compared to 25 - 35% spending by leading FMCG players of their sales on advertisements. A unique blend of three value disciplines - product leadership, operational excellence and customer intimacy are incorporated in Patanjali's products. Patanjali's products are cheaper by at least 30 per cent in comparison to renowned multi-nationals' products due to direct sourcing of raw materials from the farmers which leads to economic empowerment of farmers in terms of employment generation through promotion of Swadeshi goods. Patanjali products have achieved phenomenal popularization largely due to customers' tendency to lead a healthy and hygienic life style. Patanjali's products available at various e-commerce sites, in addition to the distribution network of franchised outlets & distributors.

Patanjali's year after year revenues are shown in the table below:

Year	**Revenues**
2009-10	₹1.63 billion (US$25 million)
2010-11	₹3.17 billion (US$49 million)
2011-12	₹4.46 billion (US$69 million)
2012-13	₹8.5 billion (US$130 million)
2013-14	₹12 billion (US$190 million)
2014-15	₹20.06 billion (US$310 million)
2015-16	₹50 billion (US$780 million)
2016- 17	₹105.61 billion (US$1.6 billion)

Table 1 – Revenue Table

1.2.1 Corporate Vision:

Keeping Nationalism, Ayurved and Yog as our pillars, we are committed to create a healthier society and country. To raise the pride and glory of the world, we are geared up to serve people by bringing the blessings of nature into their lives. With sheer dedication, scientific approach, astute planning and realism, we are poised to write a new success story for the world.

1.2.2 Corporate Mission:

To make India an ideal place for the growth and development of Ayurveda and a prototype for the rest of the world.

1.2.3 Corporate Values:

Efforts in the sectors of social welfare, health, philosophy and spirituality are guided by values. ‘Guru satta’ and ‘Bhagwat satta’ are considered above everything else. Company believes in optimum utilization of its capabilities for the betterment of the society.

1.2.4 Presence in Domestic and International Market:

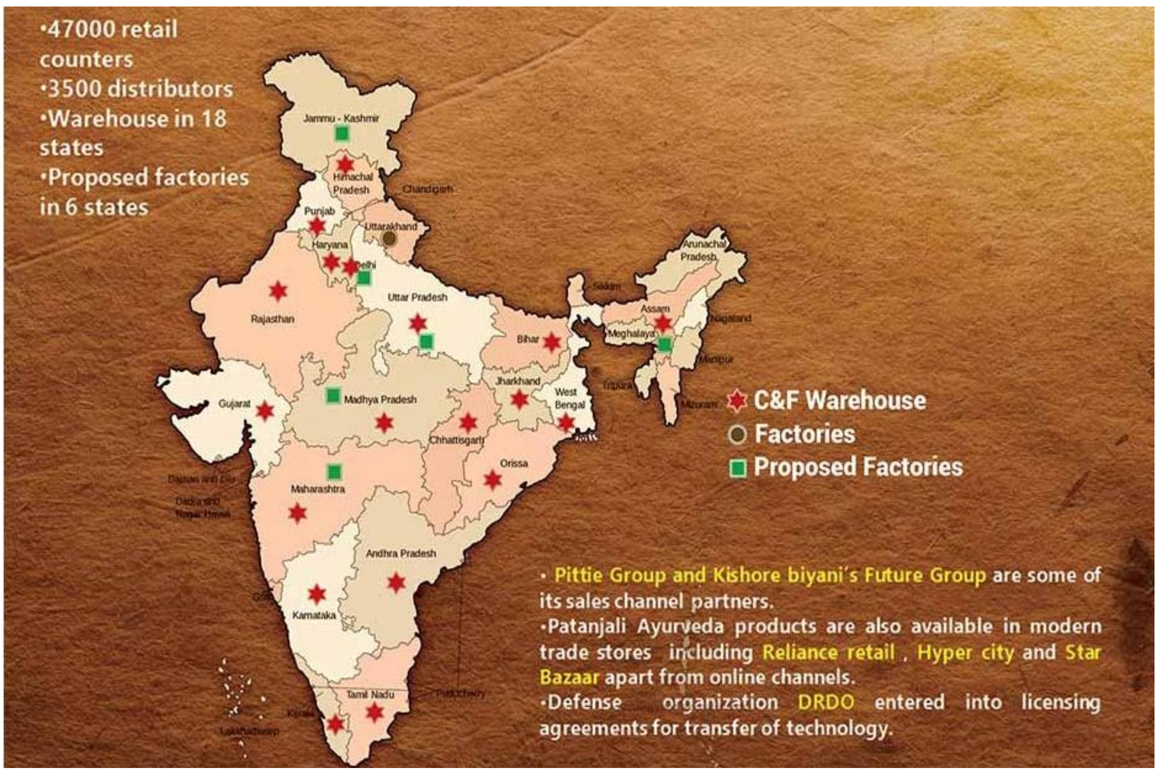

Fig. 1 - Presence of Patanjali

Patanjali Ayurved Ltd has achieved a tremendous presence around the globe and throughout India in a very small time since its inception in 2006. We have more than **47000 retail counters**, **3500 distributors**, multiple warehouses in 18 states and proposed factories in 6 states.

With a growth rate of 130%, the Patanjali Group is planning to make a foray into major global markets. As the group is already present in markets like the US, Canada, the UK, Russia, Dubai and some European countries, it is willing to spread its wings wider and farther.

1.2.5 Corporate Social Responsibility Initiatives

Activities:

- Acharyakulam
- Kushthrogi
- Research and Development
- Patanjali Gramodyog
- Patanjali Food Research

Focus Area:

- Modern Education through Gurukul System
    - For girl child
    - For poor students
- Healthcare
    - Ayurved Facilities
    - Research and Development

1.3 Objectives of the Study

Following are the objectives of this project report:

- To identify the factors affecting consumers' decision while buying FMCG
- To examine the consumers' awareness about Patanjali products
- To study the consumer perception about Patanjali and its products
- To measure the level of satisfaction of Patanjali products

CHAPTER 2

LITERATURE REVIEW

2.1 FMCG Scenario

FMCG (fast moving consumer goods) does not have a standard definition. In India, it is used to refer to products that are daily used. Conceptually, the term refers to relatively fast moving items that are used directly by the consumer. Market size of the Indian FMCG sector is US$ 12.5 billion. FMCG sector is the fourth largest sector in the Indian economy. Mature logistics, intense competition between the organized and unorganized segments, national brands and private labels/local brands and a well-established distribution network characterize the sector. According to an estimation, FMCG sector sales in India is likely to increase from US$ 12.5 billion in 2016-17, to over US$ 20.6 billion in 2020. Indian rural FMCG market is formidable due to the presence of 12.2% of the world population in the villages of India. Indian rural market accounts for 50% of the total FMCG market and has more than 70 crores consumers (70% of the Indian population). The sales of FMCG Personal care segment is growing very rapidly in India.

Over the past decade, a social transformation has been observed in India to form a modern consumerist country with increased interest in educational services, medical facilities and tourism, IT parks, huge remittances from the NRI's and increased living standards even in the rural areas leading to increased demand for the FMCG sector and better growth prospects. This process of cultural and psychological change has lead to increase in per capita consumption of FMCG products. Higher acceptance and sales of FMCG products in rural areas is due to FMCG brands' positioning and deeper market penetration catering to the modern values of the rural consumer and rising living standards along with better infrastructure facilities by way of internet communication and mobile, rail and road connectivity.

Currently, total FMCG consumption in rural India accounts is 34%, with urban India accounting for the majority 66% portion. However, in major FMCG categories such as personal care, fabric care, and hot beverages, rural India accounts for more than 40% consumption. Among the packaged food segment, it is estimated that dairy, processed foods and bakery have long-term growth potential in both rural and urban India. On an average, Indian consumer spends 8% of his income on personal care products like Skin Care, Personal Wash (Soaps), Cosmetic and Toiletries, Hair Care, Oral Care, Feminine Hygiene, Shampoo, Hair Dye etc. In present scenario, Personal care products are not regarded as luxury items. To cater to the income class of the rural consumers, both premium and popular segments in the FMCG products are positioned accordingly. With improvements in infrastructure-roads & bridges and increase in rural income, penetration levels of products have increased considerably. Because of near saturation in the consumption level in most of the categories in urban areas, growth can come only from higher consumption and deeper penetration in rural areas.

FMCG products cater all consumers' demands with price and income elasticity varying across products and consumers in all segments: necessities, comforts as well as luxuries. Specific characteristics of FMCG Products like small value, forms a significant part of the consumer's family budget. Consumers prefer to purchase these products frequently, as and when required, instead of maintaining large inventories as most of the products have limited shelf life /perishable. Being habitual with high brand loyalty, consumer spends little time on the purchase decisions. Brand recommendations of reliable retailer/dealer, neighbors and friends influence purchase decisions to a great extent as there is no switching cost for consumers.

A plethora of studies exist on FMCG, some of them are referred herein. Garga et al. (2009) observed that majority of respondents wanted more value for money products and preferred FMCG products in medium package sizes at medium price range. Selvaraj (2007) in his research regarding consumer behavior reported that most important factor influencing consumers' purchase of the FMCG is 'nearness' along with high price. Anandan et al. (2007) observed that major driver to prefer a particular brand in washing soaps is quality, and customers bought the available brands, when preferred brands were not available. Also, key reasons for dissatisfaction are high price and unavailability. Madhavi et al. (2006) observed that quality influences most of the consumers, followed by price. Value for money products had a better acceptance for rural market penetration. To attract non-users of generic product, intensive advertisement campaigns were recommended. Nagaraja (2004) investigated consumer behavior in terms of their buying practices and impact of socio-economic influences such as social status and level of income, and revealed that as a buyer, rural consumer manifested a higher level of rationality compared to the urban consumer.

2.2 Consumer Perception

Determination of factors, that influence consumers' purchase decisions, is of significant importance for all companies as these can increase their sales. Idea of sensory perception to marketing and advertising is applied in Consumer Perception. Consumer perception relates to how consumers form opinions, through the purchases they make, about brands and the products they offer. Consumer perception theory is applied by companies to determine how their customers perceive them. Consumer perception theory is also used to retain current customers and attract new ones by developing appropriate marketing and advertising strategies. The concept also helps to identify unmet opportunities. Self perception, price perception and perception of a benefit to quality of life are the three dimensions of consumer perception theory.

- **Self Perception**

  The way consumers develop an understanding of the motivations behind their own behavior is explained in this theory. An important aspect of consumer perception theory is self perception by customers which relates to values and motivations that drive buying behavior.

- **Price Perception**

  High-end companies, in order to appeal to potential customers, try to emphasize on value for money and quality whereas mass merchandisers such as Wal-Mart emphasize low prices as an inherent virtue. Price comparisons with brands offering similar products or services and the perceived quality of the product or service are two factors that shape price perception. It has significant impact on whether customers are satisfied with their purchase and whether they would make same purchase next time as well.

- **Benefit Perception**

  Many times, consumers are seeking the benefit the product delivers and are not interested in owning the product when they purchase it. For example, when consumers buy edible oil (e.g. Saffola), they do not want to own and deal with a plant sourced expensive liquid. Instead, they want the benefits the oil provides – not the substance itself and certainly not the expense.

2.3 Consumer Attitude

Receiving external information about the product or self - experience with the consumption of a product or its service is one of the two ways to learn about consumer attitude towards a product. The other way is to apply the logic that attitude logically precedes behavior. Therefore, it becomes important to find out the way information is received from various sources, nature of the information received and the way in which it is processed. Attitudes allude to what a person feels/accepts about something. Attitudes might be reflected in how an individual demonstrations in view of his/her values. These are very difficult to change once framed. However, attitude can be changed by increasing awareness by means of deliberate persuasion through advertisement appeal.

All behavior happens in a social setting which is one of a kind to that person. Role expectations are established by social group members who are more influential. Various roles that a person performs store most attitudes that a consumer possess. Satisfying his/her wants/ needs is the primary reason for consumer role behavior. In different situations and times, change in consumers' behavior has been observed. It does not remain constant. Past behavior also influences consumers' behavior at different points of time and when dealing with different products. With certain events happening in one's life, consumer's behavior patterns change. Influence of attitudes on thoughts and behavior is moderated by strength of the attitude. Consumer is more likely to consume the product if he/she evaluates a product positively. Behavior is guided by attitudes. Tangible as well as intangible attributes of a product forms or affects the attitude of the consumer. Personal experience, personality and sensual perceptions are the three parameters that influence emotional element of attitude.

The conduct of consumers is characterized by emotions that stipulate feelings that together form attitude. Overall attitude of the consumer is complex and is predicted by set of beliefs & evaluations. Attitudes formed by indirectly through persuasion/Ads are weaker and less predictive of behavior than those formed by direct personal experiences. Attitudes can result from other hierarchies of effects that are dependent on the consumer's level of involvement and the situations. Attitude change can be observed due to motivation through emotion. Peripheral/affective processing route (low level of involvement) based on cues/feelings does not result in attitude change. It happens only through the central cognitive processing route (high level of involvement). Stronger, consistent/stable over a longer period, resistant to persuasion and predictive of behavior are the attributes of attitudes formed in high involvement. Purchase intention and actually buying of product is the result of consumers' attitude. Beliefs that a person accumulates over time constitutes attitudes. Aggregation of various factors like direct experience, outside information, from others and also self-generated are the building blocks of beliefs. Attitude of the consumer is influenced only by the salient product related beliefs; attitude is the sum total of the products of salient beliefs and evaluation thereof is attitude. However in some cases, attitude about the product is formed by combining effect of consumers with high involvement and attitude towards product attributes. These are called Multi-attribute model. Attitudes predict behavior owing to factors like motive, brands/products benefits, attitude strength and higher involvement.

2.4 Consumer Behavior

Intention to buy/consume and a host of other antecedent factors are succeeded by pre purchase behavior which determines decision making of the consumer. Consumer's behavioral intention is influenced by intrinsic factors to the consumer like the personal aspects –beliefs/evaluation based attitude towards the act (purchase), and extrinsic variables like social aspects- subjective norms and the perceived /actual behavioral control etc., conditioned within the situational construct. Since 1930s, researchers have great interest in studying attitude–behavior consistency. Attitude–behavior models were developed that focused on the causal relationship between attitudes and behavior by a number of researchers by early 1970s.

According to Bhattacharyya (2015), behavior is a function of behavioral intentions, which are themselves a function of attitudes and subjective norms. Intentions and behavior are determined by beliefs that underlie a person's attitudes and subjective norms, as stipulated in the Theory of Reasoned Action. Theory of planned behavior, explains consumer behavior, which is drawn by number of researchers on attitude-behavior relationship. Final purchase decision of the consumer is influenced by attitude dimension, and the attitude functions (consumption motive). Consumer's degree of information search, the evaluation of alternatives and the choice of products decides the complexity of the decision regarding purchase by the consumer. Sequential and repetitive series of psychological and physical activities ranging from problem recognition to post-purchase behavior together constitute consumer decision-making process. Consumer's purchasing decision is influenced by simultaneous interaction of Consumer-dominated variables (such as motives, needs, perception and personality) and Market dominated variables (such as the advertising and environment).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Methodology

Research Methodology is considered as the nerve of any project as this is one measure that helps determine how accurate the results of a research method are. The primary objective of the study was to identify the most common factors influencing the consumers' buying behavior to purchase FMCG products and to find the consumer perception towards the company, Patanjali. Study on the level of satisfaction of customers using a Patanjali product has been done. A sample of 225 was surveyed to ascertain the exact standing Patanjali, when it comes to customer experience and satisfaction.

A questionnaire was prepared after studying the company profile and the current FMCG market scenario. Standardized questionnaire was adopted to collect the data in the study.

- Brand Image/Perception of consumers (regarding Patanjali)
- Level of satisfaction while using a Patanjali product

The project is based on survey plan. The main objective of the survey was to collect appropriate data, which worked as a base for drawing conclusions and getting results. This helped in capturing a snapshot of the attitudes and behaviors – including thoughts, opinions, and comments – about our target survey population.

A total of 225 consumers were selected by using Judgmental/Convenience Sampling Technique, keeping the objectives of the research in mind. The sampling size included both male and female of different age and income groups.

3.2 Research Design

Research Design refers to the overall strategy that we choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem; it constitutes the blueprint for the collection, measurement, and analysis of data. It is primarily important because of the increasing complexity in the market as well as marketing approaches available to the researchers.

In this study, we are interested in knowing the brand awareness and perception of the people. The project is based on Descriptive Research Design (Single Cross-Sectional): Surveys.

3.3 Tools and Techniques used

In order to collect, organize and analyze the data and to find out various interpretations arising out of it, MS-Excel Spreadsheets and IBM SPSS Statistics 23 were used. Various tools like creating Pie Charts, Bar Diagrams and different type of Graphs were used to analyze customer response and understand the inferences arising out of it.

3.4 Data Collection

- **Primary Data**

  The report is prepared after collecting data from the questionnaire prepared. Data was collected by floating the questionnaire online Mall intercept survey method, personally approaching and asking people directly.

- **Secondary Data**

  In order to have a proper understanding, an in-depth study was done from various sources such as books, articles from leading journals, magazines, reports of agencies of national and international repute and articles from various websites.

A structured questionnaire based on different factors, related to the attributes of preferring, feedbacks and likings, was constructed using an itemized rating scale: Likert scale in order to measure the perception of the consumers of the criteria of choosing consumer packaged goods and its underlying factors. Questionnaire was prepared in such a way that it should be easy and convenient for the respondents to answer all the questions in a short period of time. A total of 225 persons have filled the survey, which would be forming the basis for further evaluation and analysis.

3.5 Test Used

- **T- Test**

  A T- test is an analysis of two populations' means through the use of statistical examination; a t-test with two samples is commonly used with small sample sizes, testing the difference between the samples when the variances of two normal distributions are not known. A t-test looks at the t-statistic, the t-distribution and degrees of freedom to determine the probability of difference between populations; the test statistic in the test is known as the t-statistic.

  In this dissertation, we have used the Independent Samples T-test.

  The independent samples t-test is used when two separate sets of independent and identically distributed samples are obtained, one from each of the two populations being compared.

- **Anova**

Analysis of variance (Anova) is an investigation device utilized as a part of insights that parts the total fluctuation found inside an informational collection into two sections: systematic factors and random factors. The systematic factors affect the given informational collection, yet the random factors don't. Experts utilize the analysis of the variance test to decide the outcome autonomous factors have on the needy variable in the midst of a regression study.

Anova is useful for testing at least three factors. There are two sorts of examination of variance: one-way and two-way. A restricted or one-way Anova assesses the effect of a sole component on a sole reaction variable. It decides if each of the samples is the same. Two-way Anova enables to watch the cooperation between the two autonomous variables. It tests the impact of two variables in the meantime.

In this dissertation, we have used the **One-Way Anova.**

- **Post-Hoc Analysis**

Post hoc examinations are generally governed towards discovering designs and additional connections between subgroups of inspected populaces that would somehow stay undetected and unfamiliar were an academic group to depend entirely upon a priori statistical strategies. Post hoc examination fortifies acceptance by constraining the likelihood that critical impacts will appear to have been found between subgroups of a populace when none really exist.

Post hoc investigation is an essential strategy without which multivariate speculation testing would render the odds of finding false positives unsuitably high.

In this dissertation we have used the **Tukey's Range Test**.

- Tukey's strategy is appropriate for pair-wise correlations.
- It assumes autonomy of the perceptions being tested, as well as equal variation across observations.

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 Interpretation of Responses

The responses recorded after the survey, were taken into consideration while interpreting the data, provided below.

DEMOGRAPHIC INFORMATION

Gender

68.89% of the customers participated in the survey were Males. The percentage of Females answering the survey was 31.11%.

Age

38.22% of the participants in the survey were from age group ‘Below 30 years’. The next largest age group answering the survey was ‘31-50 years’ with 37.33% while 24.45% belonged to age group of ‘Above 50 years’.

Annual Household Income

Most dominant income category in the survey was lying in the range of INR 6,00,000 to INR 12,00,000 with 52.89% followed by income category above INR 12,00,000 with 28.44%. Income group with least share of participants was below INR 6, 00,000 with 18.66%.

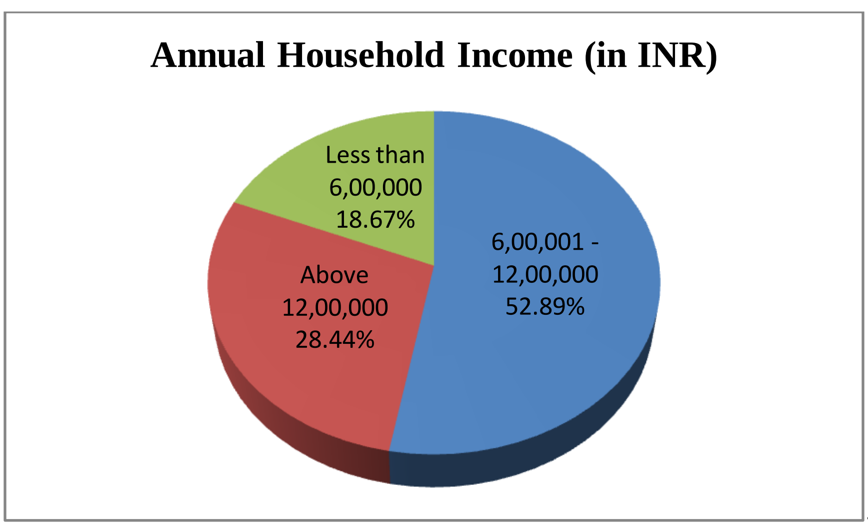

Fig. 2 - Annual Household Income

1. Which is the first company that comes to your mind when you think of FMCG (fast moving consumer goods) company?

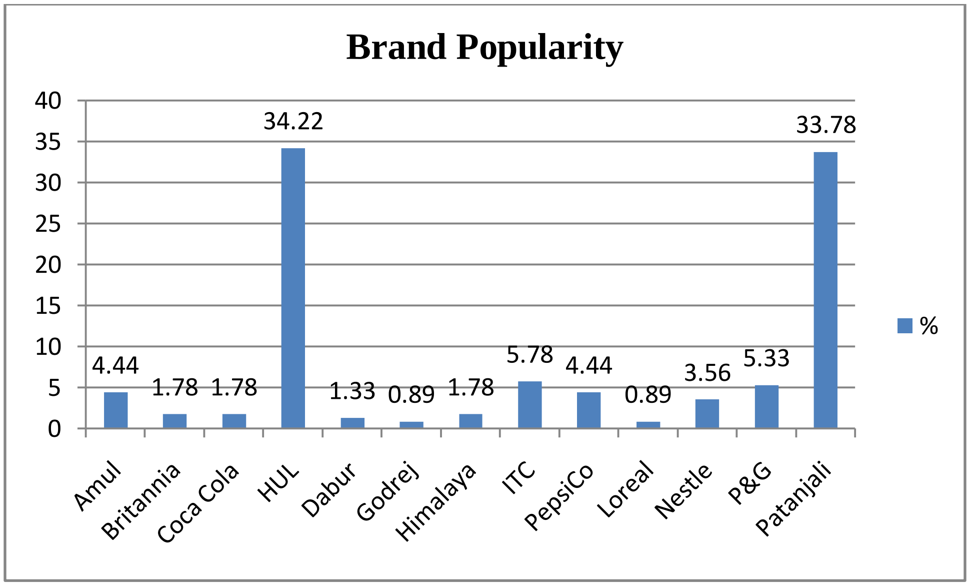

Fig. 3 – Brand Popularity

Response

From the above graph, it can be observed that majority of customers like either HUL or Patanjali.

In the current scenario, these two brands outshine all other brands with approx. 34% people liking each of them.

Percent-wise division of other brands:

- ITC: 5.77%
- P&G: 5.33%
- PepsiCo: 4.44%
- Amul: 4.44%
- Nestle: 3.55%
- Others: 7.81%

2. How frequently do you shop for FMCG products?

- Daily
- 2-3 times in a week
- Weekly
- Monthly

Options	Frequency	Percentage
Daily	30	13.33
2-3 times in a week	39	17.33
Weekly	88	39.11
Monthly	68	30.22
Total	**225**	**100.00**

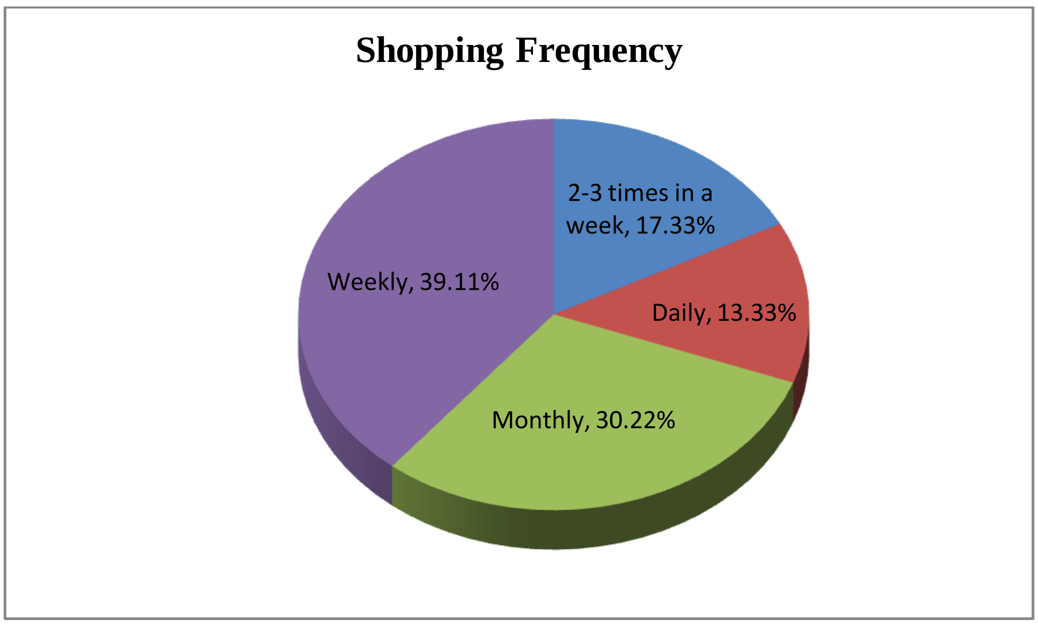

Fig. 4 – Shopping Frequency

Response

39.11% of the respondents shop for FMCG products on weekly basis whereas 30.22% respondents do it on monthly basis.

Comparatively, a smaller section i.e. 13.33% shops for FMCG products on daily basis.

3. What was your last FMCG purchase??

- Grocery and Staples
- Personal/Health Care
- Household Needs
- Home and Office Needs
- Baby Product
- Pet Care
- Others (Please Specify)

Options	**Frequency**	**Percentage**
Grocery and Staples	69	30.67
Personal/Health Care	68	30.22
Household Needs	76	33.78
Home and Office Needs	2	0.89
Baby Product	8	3.55
Others	2	0.89
Total	**225**	**100.00**

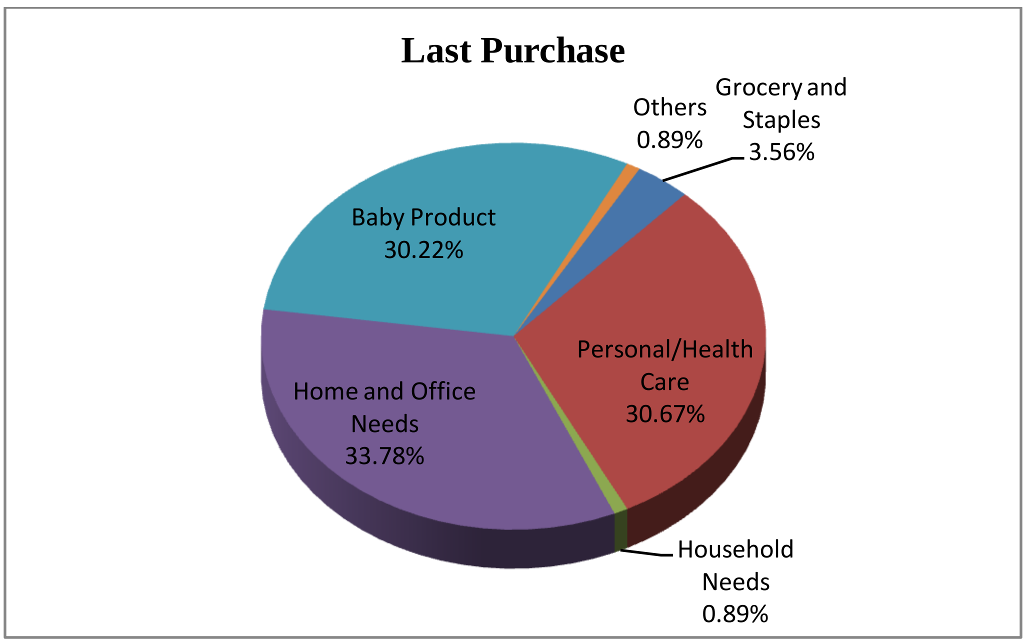

Fig. 5 – Last Purchase

Response

Household needs have been the most popular products amounting to a whopping 33% market alone followed by Grocery and Staples, and Personal/Health Care products with approx. 30% each.

4. How much are you satisfied with the purchase?

Not at all		Moderately		Extremely
1	2	3	4	5

Options	**Frequency**	**Percentage**
Not at all Satisfied	0	0.00
Slightly Satisfied	4	1.77
Moderately Satisfied	28	12.45
Somewhat Satisfied	127	56.45
Extremely Satisfied	66	29.33
Total	**225**	**100.00**

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
LastPurchase_Satisfaction	225	100.0%	0	0.0%	225	100.0%

Report

LastPurchase_Satisfaction

Mean	N	Std. Deviation
4.13	225	.688

Response

85.8% of the respondents are highly satisfied with their product, whereas 2% are dissatisfied with their purchase.

Mean of the Satisfaction comes out be 4.13.

5. When you consider to purchase an FMCG product, how important are the following attributes:

Attribute	Not at all Important	Slightly Important	Moderately Important	Somewhat Important	Extremely Important	Mean
Price	12.44 %	20.89 %	22.67 %	25.33 %	18.67 %	2.98
Customer Service	9.78 %	18.22 %	24.00 %	19.56 %	28.44 %	3.10
Quality	7.11 %	14.22 %	10.67 %	13.33 %	54.67 %	3.39
Utility Value	8.00 %	16.00 %	17.78 %	16.00 %	42.22 %	3.24
Swadeshi	24.44 %	25.78 %	20.44 %	18.22 %	11.11 %	2.54
Health Benefits	8.89 %	14.22 %	20.00 %	14.67 %	42.22 %	3.25
Need Fulfillment	8.44 %	12.89 %	16.44 %	20.00 %	42.22 %	3.32
Promotion/ Discount	21.33 %	20.00 %	20.00 %	30.22 %	8.44 %	2.76

Table 2 – Importance of Attributes

Response

While considering purchasing an FMCG product, customers consider Quality, Health Benefits and Need Fulfillment as most important attributes.

Factors like Swadeshi, Promotion/ Discount and Price are not very important attributes with a majority of respondents ready to sacrifice these features for a good product possessing specified key features.

6. How much do you get influenced with this person?

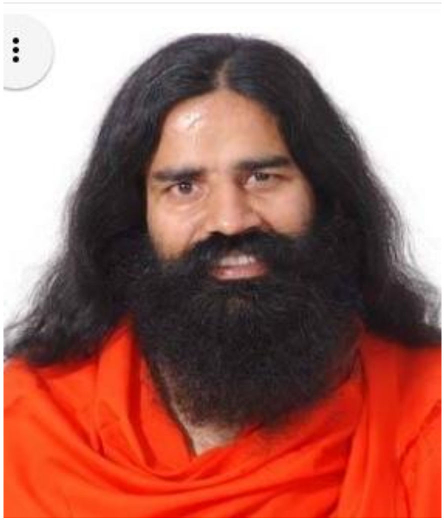

Fig. 6 – Brand Ambassador

Options	**Frequency**	**Percentage**
Not at all Influential	26	11.56
Slightly Influential	37	16.44
Moderately Influential	34	15.11
Somewhat Influential	43	19.11
Extremely Influential	85	37.78
Total	**225**	**100**

Response

Baba Ramdev is a popular yoga guru and Patanjali Ayurveda Ltd. seems to take full advantage of the same by making him as its Brand Ambassador. 57% respondents feel that they get influenced by Baba Ramdev.

7. How familiar are you with Patanjali, as a brand?

- I often use Patanjali Products.
- I haven’t used but I know a lot about it.
- I know a little about it.
- I have never heard of it.

Options	Frequency	Percentage
I often use Patanjali Products.	151	67.11
I haven't used but I have heard a lot about it.	51	22.67
I know a little about it.	23	10.22
I have never heard of it.	0	0.00
Total	**225**	**100.00**

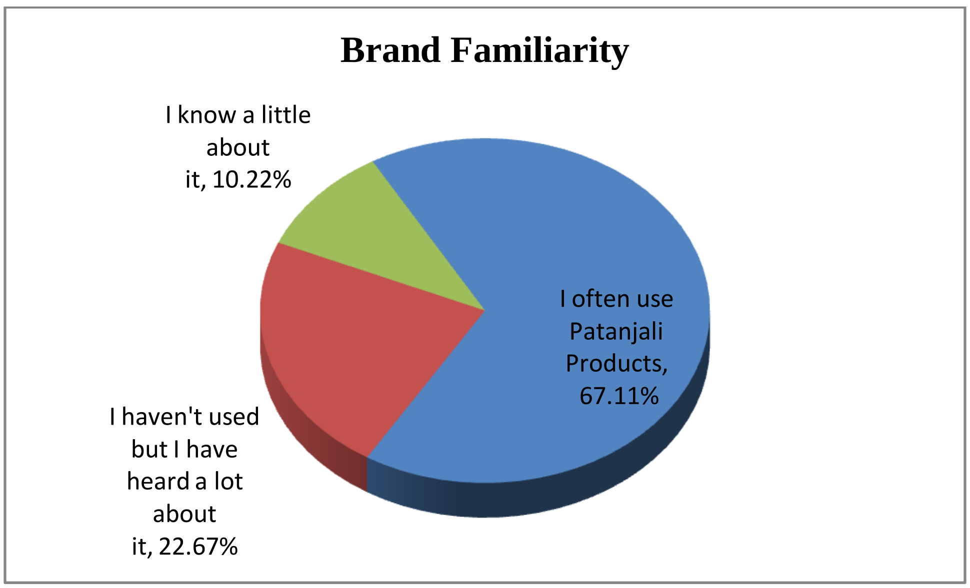

Fig. 7 – Brand Familiarity

Response

67% of respondents have used Patanjali products. 22.67% of people know a lot about Patanjali but have never used a product. The stats show that marketing done by Patanjali Ayurveda Ltd. is aggressive as out of the whole sample, there was no one who has not heard of Patanjali.

8. Which of these Patanjali products are you aware of? (Please select all that apply)

- Medicines
- Detergents
- Dish wash
- Wheat (Atta)
- Agarbatti
- Spices
- Jam
- Baby Products
- Herbal Tea
- Shaving Cream

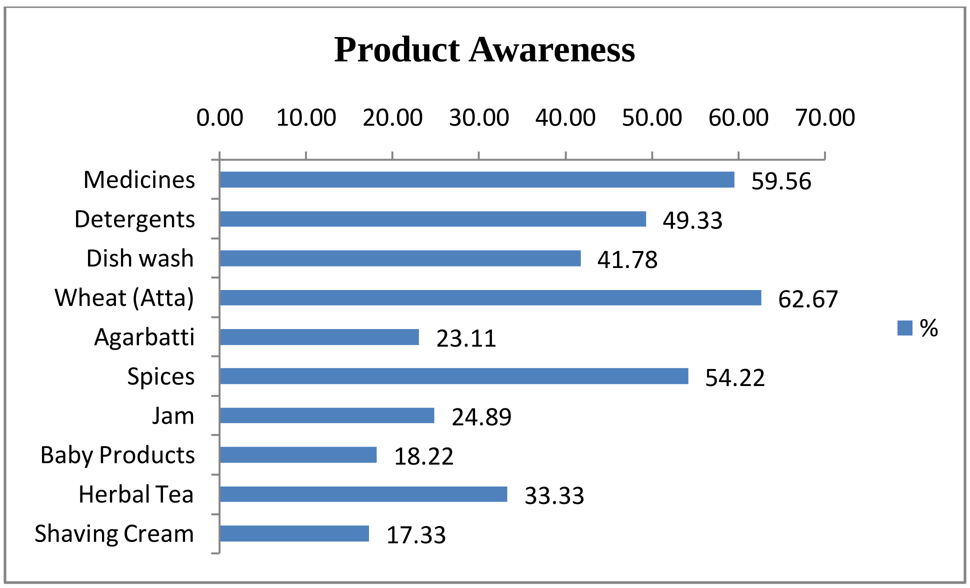

Fig. 8 – Product Awareness

Response

Medicines, Wheat (Atta) and Spices are the products that enjoy maximum share of product awareness among the customers whereas products like Shaving Cream. Baby Products and Jam are not so popular with just 17%, 18% and 25% of customers being aware of them, respectively.

9. Where have you last seen/heard about Patanjali?

   - Friends, Family and Colleagues
   - TV Advertisement
   - Social Media
   - Newspaper
   - Magazine
   - Radio
   - At Store (Online or at Shelf)
   - Billboards
   - Public Transportation Bills
   - Others (Please Specify)

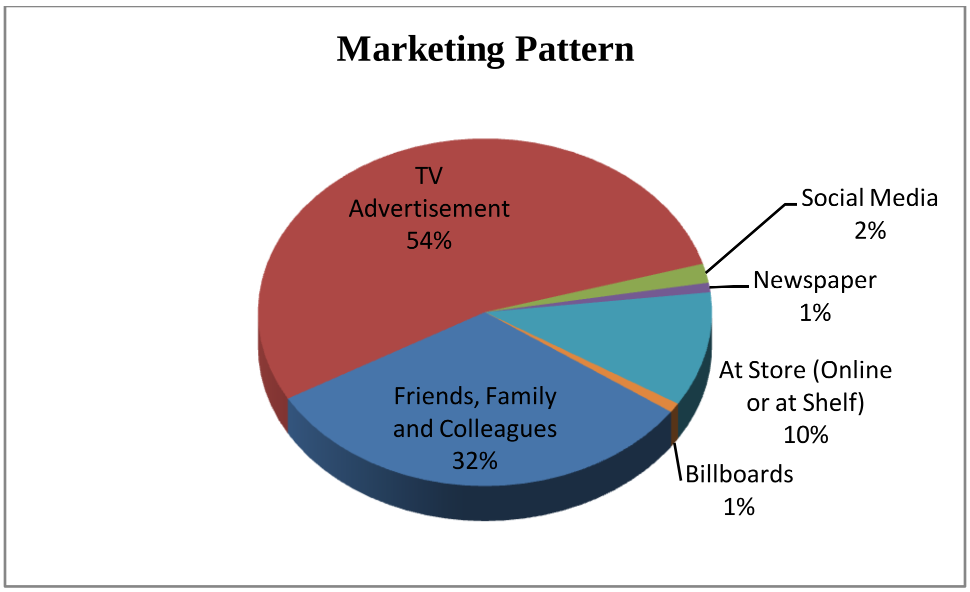

Fig. 9 – Marketing Pattern

Response

Majority of the respondents is aware of Patanjali products through the means of Television Commercials, and this trend is followed by Word-of-Mouth Marketing and Online and Offline Stores like Patanjali Mega Stores.

10. Which of the following attributes do you link with Patanjali products? (Please select all that apply)

- Affordable
- Easily Available
- Pure
- Herbal
- Value for Money
- Swadeshi
- Reliable
- Health Benefits
- Safe
- Modern
- Effective

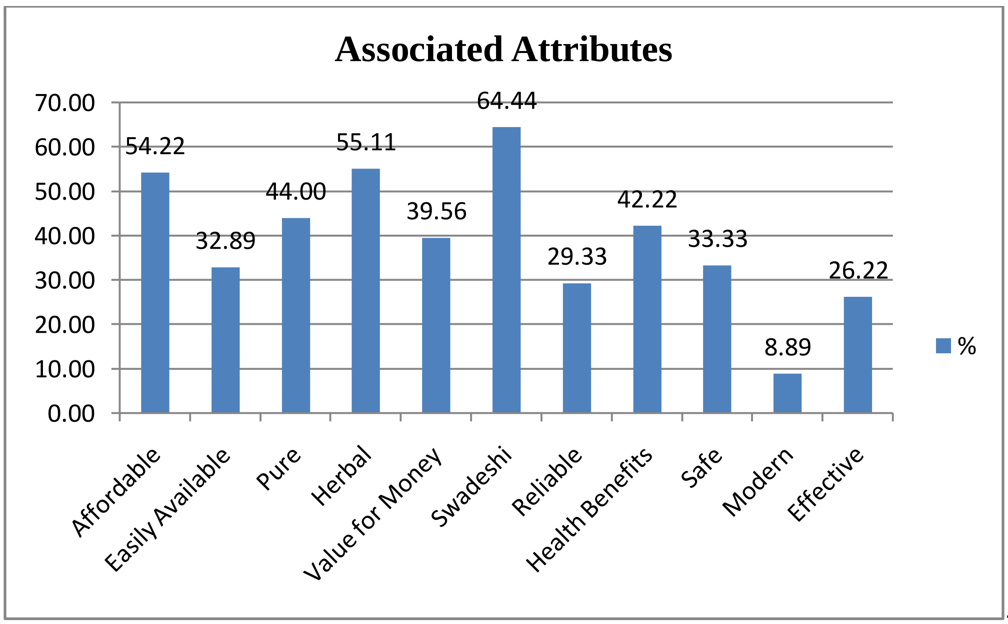

Fig. 10 – Associated Attributes

Response

Majority of customers perceive Patanjali products as:

- ✓ Swadeshi
- ✓ Affordable
- ✓ Herbal
- ✓ Pure

11. Do you find Patanjali products trustworthy?

Not at all Moderately Extremely

1 2 3 4 5

Options	**Frequency**	**Percentage**
Not at all Trustworthy	7	3.11
Not so Trustworthy	15	6.67
Moderately Trustworthy	53	23.56
Somewhat Trustworthy	79	35.11
Extremely Trustworthy	71	31.56
Total	**225**	**100.00**

Means

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Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Trustworthy	225	100.0%	0	0.0%	225	100.0%

Report

Trustworthy

Mean	N	Std. Deviation
3.85	225	1.040

Response

Large majority of people, 67%, find Patanjali products trustworthy. A smaller section of respondents, i.e. 10%, do not find Patanjali products trustworthy.

Mean of Trustworthiness lies between moderately and somewhat trustworthy at 3.85.

12. How would you describe overall opinion of Patanjali products?

Not at all		Moderately		Extremely
1	2	3	4	5

Options	**Frequency**	**Percentage**
Not at all Favorable	8	3.56
Slightly Favorable	13	5.78
Moderately Favorable	50	22.22
Somewhat Favorable	84	37.33
Extremely Favorable	70	31.11
Total	**225**	**100**

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Opinion	225	100.0%	0	0.0%	225	100.0%

Report

Opinion

Mean	N	Std. Deviation
3.87	225	1.035

Response

Large Majority of people, 68.5%, have "Somewhat" or "Extremely Favorable" opinion regarding the Patanjali products. 22.22% respondents have a neutral opinion.

Mean of customer opinion is high at 3.87.

13. Have you used any Patanjali Product?

- Yes
- No

Response

Majority of the respondents, 68.44%, have/had previously used a Patanjali Product.

14. How much are you satisfied with the Patanjali product?

Not at all		Satisfactory		Extremely
1	2	3	4	5

Options	**Frequency**	**Percentage**
Not at all Satisfied	9	4.00
Slightly Satisfied	17	7.56
Moderately Satisfied	51	22.67
Somewhat Satisfied	79	35.11
Extremely Satisfied	69	30.67
Total	**225**	**100.00**

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Satisfaction	225	100.0%	0	0.0%	225	100.0%

Report

Satisfaction

Mean	N	Std. Deviation
3.81	225	1.079

Response

About 66% of the customers are either ‘Somewhat’ or ‘Extremely’ satisfied with the Patanjali products. 23% people find the products satisfactory. Approx. 12% expressed dissatisfaction regarding experience with Patanjali product.

Mean of customer satisfaction is 3.81.

15. How would you rate your overall experience with the product?

Poor Average Excellent

1 2 3 4 5

Options	**Frequency**	**Percentage**
Poor	5	2.22
Bad	21	9.33
Average	50	22.22
Good	86	38.22
Excellent	63	28.00
Total	**225**	**100.00**

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Experience	225	100.0%	0	0.0%	225	100.0%

Report

Experience

Mean	N	Std. Deviation
3.80	225	1.021

Response

66.22% of customers rate their overall experience with Patanjali products as ‘Good’ or ‘Excellent’. A large portion (22%) of respondents rates their experience as ‘Average’ while 12% rate as ‘Bad’ or ‘Poor’.

Mean of customer experience is 3.80.

16. Would you buy the same product next time?

Not at all		Maybe		Certainly
1	2	3	4	5

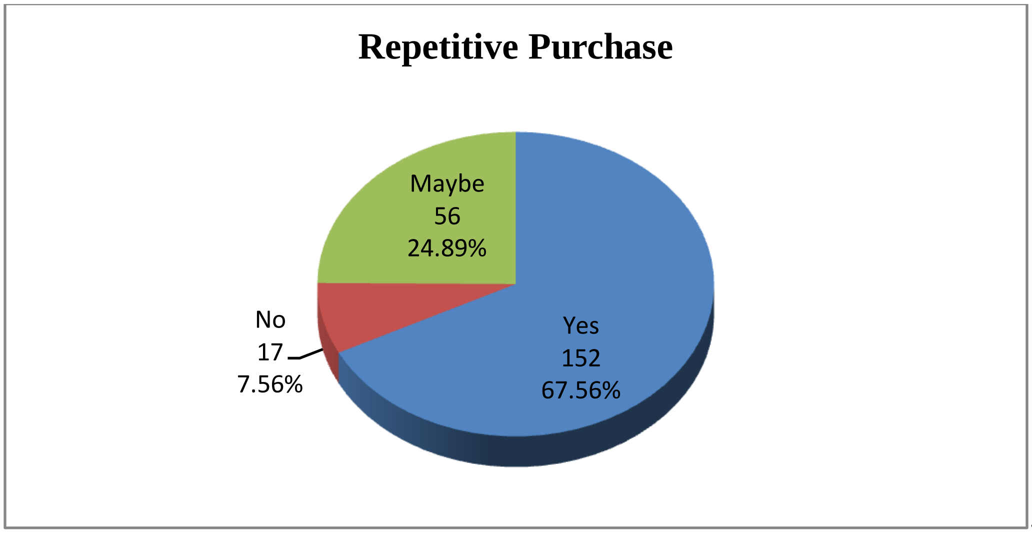

Fig. 11 – Repetitive Purchase

Means

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Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
SameProduct	225	100.0%	0	0.0%	225	100.0%

Report

SameProduct

Mean	N	Std. Deviation
3.88	225	1.056

Response

A good percentage of 67.56% respondents are willing to buy that Patanjali product again while a large section is not able to make up their mind. Only 7.56% of respondents will refrain from buying the Patanjali product again.

Mean is 3.88.

17. How likely is it that you would recommend Patanjali products to a friend or a colleague?

Not At All		Maybe		Extremely
1	2	3	4	5

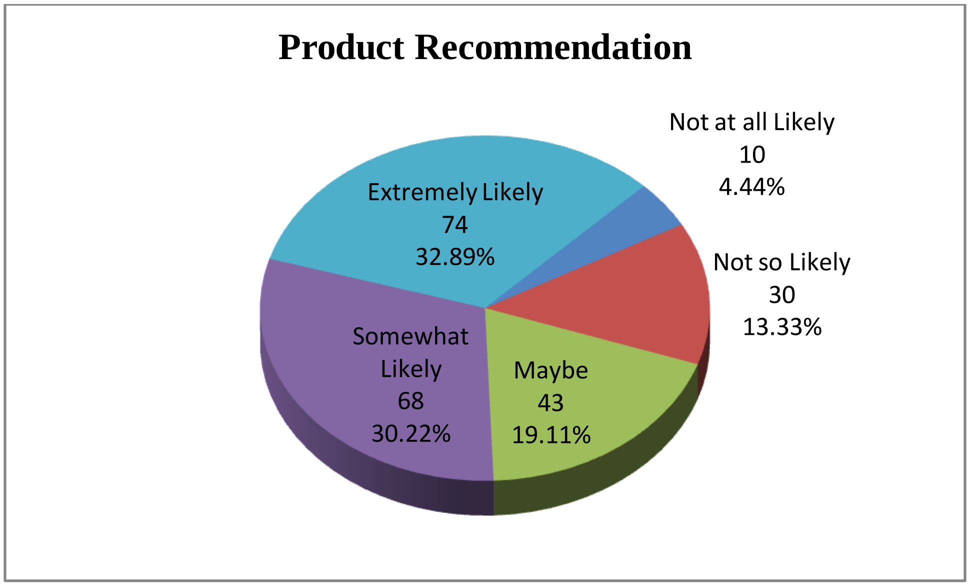

Fig. 12 – Patanjali product Recommendation

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Recommendation	225	100.0%	0	0.0%	225	100.0%

Report

Recommendation

Mean	N	Std. Deviation
3.74	225	1.179

Response

63% of the respondents will recommend Patanjali products. High percentage of population with 33 % are either doubtful or ‘Not so Likely’ to recommend the products.

Mean of recommendation is 3.74.

4.2 Hypothesis of the Study

Hypothesis that are being assumed are as specified below.
H_0 denoted null hypothesis and **H_A** denotes alternate hypothesis.

H_{01}: There is no distinction in Males' and Females' observation for Brand Satisfaction.
H_{A1}: There is significant difference in Males' and Females' observation for Brand Satisfaction.

H_{02}: There is no distinction in Age and observation for Brand Satisfaction.
H_{A2}: There is significant difference in Age and observation for Brand Satisfaction.

H_{03}: There is no distinction in Income Level and observation for Brand Satisfaction.
H_{A3}: There is significant difference in Income Level and observation for Brand Satisfaction.

4.3 T- Test Analysis

Gender and Brand Satisfaction:

T-Test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
BS	Male	155	3.9097	.96062	.07716
	Female	70	3.5821	1.01771	.12164

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
BS	Equal variances assumed	1.298	.256	2.324	223	.021	.32753	.14093	.04981	.60526
	Equal variances not assumed			2.274	126.521	.025	.32753	.14405	.04248	.61259

Inference

After doing the T-test, it can be inferred that **Males' and Females'** perception for Brand Satisfaction are different (Value of significant level, P<0.05). Brand Satisfaction of Patanjali in Males' is more than in Females'.

4.4 Anova Analysis

Age and Brand Satisfaction:

Oneway

ANOVA

BS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.181	2	14.090	16.414	.000
Within Groups	190.568	222	.858		
Total	218.749	224			

Inference

After doing the Anova, it can be inferred that age and perception for Brand Satisfaction are different (Value of significant level, P<0.05). Further, TUKEY Test was applied & it was found that there was significant difference between the 'Below 30' and '31-50' as well as '31-50' and 'Above 50' age groups.

Income Level and Brand Satisfaction:

Oneway

ANOVA

BS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.151	2	2.075	2.147	.119
Within Groups	214.598	222	.967		
Total	218.749	224			

Inference

After doing the Anova, it can be inferred that income level and perception for Brand Satisfaction are same (Value of significant level, P<0.05).

4.5 Findings

- Patanjali happens to be second largest preferred FMCG brand in current scenario as shown by the data, out of the sample population of 225.
- A total of 39.11% of customers shop for FMCG products on weekly basis followed by 30.22% customers shopping on monthly basis.
- The most bought FMCG products by the customers happen to be for Household Needs amounting to 33% market.
- 86% of the respondents are highly satisfied with their product, whereas 2% are dissatisfied with their purchase.
- In-spite of product offered with great discounts or lower prices, people still prefer to buy a product considering its quality, health benefits and need fulfillment.
- 57% respondents feel that they get influenced by Baba Ramdev who is the Brand Ambassador of Patanjali.
- 67% of respondents have used Patanjali product. 22.67% of people know a lot about Patanjali but have never used a product. The stats show that marketing done by Patanjali Ayurveda Ltd. is aggressive as out of the whole sample, there was no one who has not heard of Patanjali.
- At-least 55% of the population is aware of the Patanjali's Medicines, Wheat (Atta) and Spices. As low as 18 % of the entire sample population is aware of Shaving Cream. Baby Products and Jam.
- Maximum respondents have known Patanjali through Television Commercials, and this trend is followed by Word-of-Mouth Marketing, Online and Offline Stores like Patanjali Mega Stores.
- Affordable, Herbal, Pure and Swadeshi are the prominent attributes, which the customers associate with the brand Patanjali.
- Large majority of people, 67%, find Patanjali products trustworthy.
- 68.5% have "Extremely Favorable" or "Somewhat Favorable" opinion regarding the brand Patanjali. 22.22% respondents have a neutral opinion.

- Majority of the respondents, 68.44%, have previously used a Patanjali Product.

- About 66% of the customers are either ‘Extremely’ or ‘Somewhat’ satisfied with the Patanjali products. 12% expressed dissatisfaction regarding experience with Patanjali product.

- 66% of the customers have rated their experience with Patanjali product as ‘Good’ and ‘Excellent’ whereas 12% expressed disappointment.

- 67.5% respondents will buy Patanjali product again. 7.5% of respondents will refrain from buying the Patanjali product again.

- Majority of the respondents (63%) will recommend Patanjali products. 19% are doubtful whereas 18% are not likely to recommend Patanjali products to others.

- Brand Satisfaction regarding Patanjali in Males’ is more than in Females’.

- Brand satisfaction varies to a great extent in different age groups whereas it is not so regarding different Income level groups.

CHAPTER 5

RECOMMENDATIONS AND CONCLUSION

5.1 Recommendations

No certain firm can satisfy all the customers, but still, in order to be amidst the top market players, every company needs to continuously improve products and services it offers. Following are the recommendations based upon the responses from Questionnaire and the general findings during the completion and execution of the project:

- More promotional activities could be carried out by Patanjali by means of hoardings, newspaper advertisements and increase in TV and radio advertisements to assure more awareness amongst the consumers.

- Various products like Baby Care products (Shishu Care), Jam, Incense Sticks and Shaving Cream are not being marketed to the level of other Patanjali products. If not all, at least couple of popular products should be considered to be advertised.

- Greatly enhanced research and development efforts would be essential for new, innovative product development thereby, increasing the product line. Employing more foreigners in the R&D area, for a more diversified outlook, may lead to great results. Increase in no. of products provided by Patanjali could result in more customers getting attracted to the Patanjali products.

- Training the salesman to be more active, motivated and interested towards the customers will lead to an increase in sales and a good sense of hospitality towards the customer increases the chances of closing in a deal to a great extent. They can also be motivated by ensuring a certain incentive or a bonus, in order to work harder and get more customers to buy company products.

- In today's scenario where Patanjali boasts the repute of being a successful and trusted company, there are a lot of customers who have not used a product by the company. The best way to build a positive image in the mind of the customers is to increase the promotions. The company should:
  - Usage of hoardings and advertisement bills.
  - Increasing online presence; working for more social media promotions, and reaching new customer segments, working for promotional videos and contests, ensuring more customer attraction.
  - Introduction of more promotional activities like distribution of freebies and goodies.
  - Real-time promotions like games and contests in shopping malls and big shopping centers.
  - Introducing enticing offers, scratch coupons, add-ons and discounts to attract a wider customer base.

- Availability of all the products, at all the stores, all the time should be a priority of the company. A wider availability of products provides a wider choice of selection of the customer. Even if a product sells out at a particular outlet, measures should be made to ensure stock fulfillment and a ready availability of products as soon as possible. This gives the customer less chance to surf the products from other companies.

5.2 Conclusion

Patanjali Ayurved has become the third largest seller of FMCG products at the shelves of Future Retail. The number one is still Hindustan Unilever Ltd (HUL) followed by P&G, whereas, Patanjali was followed by rivals like GCPL, Dabur, Emami and few others.

Seldom does a new company become the focal point of discussion at strategy meetings of FMCG giants. A company can take up to several decades to establish itself in the FMCG sector. Yet, Patanjali Ayurved, set up merely a decade ago, is challenging multinational companies such as Nestle, P&G and Unilever.

Endorsed by Baba Ramdev - a man dressed in saffron robes and armed with the skills of a yoga master - the company is forcing these multinationals to rethink their business models and marketing strategies.

Surely, the survey responses does not show the company to be a producer of goods of absolute perfection, but still the majority of the Patanjali customers are immensely satisfied with the products they use. There is a major positivity with the brand and its products, amongst the users. Customers are happy and satisfied to use Patanjali products, and a lot of them would even recommend the products to their family and friends.

5.3 Limitations of Study

The following constraints were found out in the project, during its execution:

- The project was carried out in the NCR Region; therefore, response of the population living outside the region was not recorded. This could prove to be a hindrance, when a wider market is taken into consideration, as different consumers in different parts of the nation might have different choices and views.
- Sometimes, the data being provided by the respondent may be inaccurate or false because of various factors like social acceptability etc.
- A major disinterest in answering to the survey by a large number of people existed. This reduced the chances to study various factors in detail.

5.4 Scope for Further Research

A number of areas for further research can be suggested from the analysis of this research work.

- A study can be done to examine various steps Patanjali Ayurved is adapting to be market leader and to differentiate itself from its competitors.
- The study can be extended to examine various brands of Patanjali.
- Further extension can be done so as to determine key areas of strength and weakness for Patanjali brands.

CHAPTER 6

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ANNEXURES

Annexure 1 – Questionnaire

<u>Patanjali: Consumer Perception and Customer Feedback</u>

Personal Information

Please specify your Age Group

- Below 30
- 31-50
- Above 50

Please specify your gender

- Male
- Female

Please select your annual household income

- Less than INR 3, 00,000
- INR 3, 00,000 - 6, 00,000
- INR 6, 00,001 – 9, 00,000
- INR 9, 00,001 - 12, 00,000
- INR 12, 00,001 – 15, 00,000
- Above INR 15, 00,000

1. Which is the first company that comes to your mind when you think of FMCG (fast moving consumer goods) company?

2. How frequently do you shop for FMCG products?

    - Daily
    - 2-3 times in a week
    - Weekly
    - Monthly

3. What was your last FMCG purchase??

    - Grocery and Staples
    - Personal/Health Care
    - Household Needs
    - Home and Office Needs
    - Baby Product
    - Pet Care
    - Others (Please Specify)

4. How much are you satisfied with the purchase?

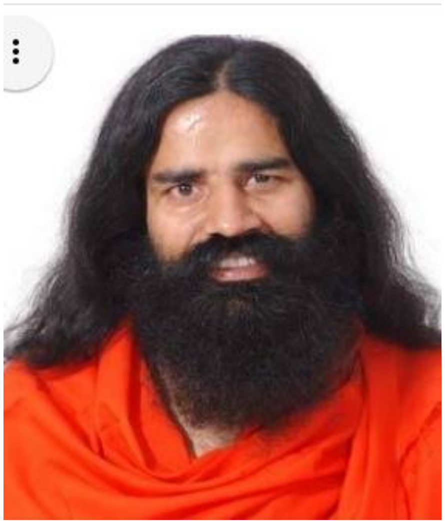
    Not at all Moderately Extremely

    1 2 3 4 5

5. When you consider to purchase an FMCG product, how important are the following attributes:

Attribute	Not at all Important	Slightly Important	Moderately Important	Somewhat Important	Extremely Important
Price					
Customer Service					
Quality					
Utility Value					
Swadeshi					
Health Benefits					
Need Fulfillment					
Promotion/Discount					

6. How much do you get influenced with this person?



7. How familiar are you with Patanjali, as a brand?

- I often use Patanjali Products.
- I haven’t used but I know a lot about it.
- I know a little about it.
- I have never heard of it.

8. Which of these Patanjali products are you aware of? (Please select all that apply)

- Medicines
- Detergents
- Dish wash
- Wheat (Atta)
- Agarbatti
- Spices
- Jam
- Baby Products
- Herbal Tea
- Shaving Cream

9. Where have you last seen/heard about Patanjali?

- Friends, Family and Colleagues
- TV Advertisement
- Social Media
- Newspaper
- Magazine
- Radio
- At Store (Online or at Shelf)
- Billboards
- Public Transportation Bills
- Others (Please Specify)

10. Which of the following attributes do you link with Patanjali products? (Please select all that apply)

- Affordable
- Easily Available
- Pure
- Herbal
- Value for Money
- Swadeshi
- Reliable
- Health Benefits
- Safe
- Modern
- Effective

11. Do you find Patanjali products trustworthy?

Not at all		Moderately		Extremely
1	2	3	4	5

12. How would you describe overall opinion of Patanjali products?

Not at all		Moderately		Extremely
1	2	3	4	5

13. Have you used any Patanjali Product?

- Yes
- No

14. How much are you satisfied with the Patanjali product?

Not at all		Satisfactory		Extremely
1	2	3	4	5

15. How would you rate your overall experience with the product?

Poor		Average		Excellent
1	2	3	4	5

16. Would you buy the same product next time?

Not at all		Maybe		Certainly
1	2	3	4	5

17. How likely is it that you would recommend Patanjali products to a friend or a colleague?

Not At All		Maybe		Extremely
1	2	3	4	5

Annexure 2 –Adherence Sheet

S.NO.	Date	Things to be Completed	Mentor's Signature	Scholar's Signature
1	7/2/2017	Title Finalization		
2	1/3/2017	Literature Review & Questionnaire finalization		
3	26/3/2017	Data Collection		
4	13/4/2017	Data Analysis and first draft		
5	24/4/2017	Second Draft		
6	2/5/2017	Final Report		

Annexure 3 – Plagiarism Check

ORIGINALITY REPORT

15%	13%	1%	12%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	omicsonline.com Internet Source	5%
2	www.indusedu.org Internet Source	2%
3	Submitted to Amity University Student Paper	1%
4	www.investopedia.com Internet Source	1%
5	Submitted to University of Southampton Student Paper	1%
6	Submitted to Andrews University Student Paper	1%
7	smallbusiness.chron.com Internet Source	<1%
8	gnu.inflibnet.ac.in Internet Source	<1%
9	patanjaliayurved.org	<1%