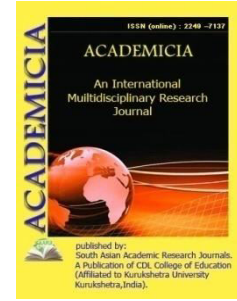




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A STUDY ON USER DEEDS TOWARDS PATANJALI PRODUCTS IN COIMBATORE CITY

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ABSTRACT

India, is one of the country on the planet, where Indian were more rely upon nature, regardless of whether it's food, cover, meds, from antiquated time, additionally in present time as well. In this manner India is biggest market of natural items whether it's clinical or food items. The primary point of this article to study that to examine Patanjali customer conduct under different scale for example ethnocentrism, loyalty, low value searchers, and so forth this paper separated into five sections, initial segment presentation which incorporates presentation of Patanjali product restricted, and buyer conduct. Second part audit of writing, in this segment we attempted to sum up different examination article on Patanjali items and its customers purchasing conduct. Third segment research technique, study plan five-point Likert scale and information gathered by the 100 visiting costumers on Patanjali stores, and enlightening measurements utilized for the examination. A fourth area discovery shows that the broad dispersion strategy, mental and character qualities assume a huge part while buyers select Patanjali items. Fifth area decision and suggestion, with a viable ramifications method of information assortment may be chaotic for respondents, there might be an opportunity of miss end because of little example size, and its creativity/esteem this exploration work was finished during my PhD program in 2020, around

then, there were not many specialists did on Patanjali. So during that time, this exploration was new at wide scale.

KEYWORDS: *End user behavior, Patanjali Products, end user buying behavior and Creativeness*

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