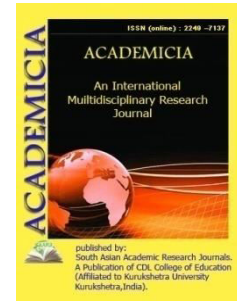




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A STUDY ON USER DEEDS TOWARDS PATANJALI PRODUCTS IN COIMBATORE CITY

Dr. P. Rajini* ; Mrs A. Arthi**

*Associate Professor,
 Head –Post Graduate & Research, Department Of Commerce,
 Rathnavel Subramaniam College of Arts and Science (Autonomous),
 Coimbatore, Tamil Nadu, INDIA

**Research Scholar, Assistant Professor,
 Department Of Commerce,
 Rathnavel Subramaniam College Of Arts And Science (Autonomous),
 Coimbatore, Tamil Nadu, INDIA

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*

1. INTRODUCTION

The customer behavior is the investigation of how singular clients, gatherings or associations select, purchase, use, and discard thoughts, merchandise, and administrations to fulfill their requirements and needs. It alludes to the activities of the purchasers in the commercial center and the hidden thought processes in those activities. For the research work of patanjali products user deeds in the Coimbatore city.

2. History of Ayurveda goods

In olden period there is no foreign goods people were using the Ayurveda raw material which is given by the nature then they converted into finish goods later by middle period people prefer foreign goods there was many choice was there fragrance smell add in those product that made people to change the preference now in this modern period people are running beyond Ayurveda product. Customer has preferring patanjali products what made the customer to go beyond the Ayurveda product like patanjali product. After that researchers analyze data and on the basis of findings, research concludes the research study. The spot that is known for Aryans, called Aryavrat, covers an immense area including the Himalayas and is accepted to where the Rishis and Munis resided. The human progression of these Ayurveda and Ayurveda products is significantly influenced by the unique academic responsibility of these Rishis and Munis like Patanjali, Aryabhata, etc. The helpful statutes of Patanjali are parceled into eight fragments or branches. These territories are – inward drug, Medical procedure, Natural arrangement, Pediatrics, Toxicology, Restoring fix, Spanish fly fixes, and profound retouching. These eight regions are classified as Patanjali". Patanjali is a whole or widely inclusive structure that fuses the mind, body, and soul. Several many years, the shows of Patanjali reduced as a result of the normal and human disturbances and moreover by the assault of far off culture into India. The hallowed text was either destroyed or taken. Nonetheless, there were various "Vaidyas" or experts in India who sorted out some way to secure a segment of the data open in the Blessed holy messages. Divine plants that keep up long life and extraordinary prosperity are presently being rediscovered. Many re-energized gatherings of Vaidyas who are addressed impressive expert in specific parts of Patanjali have started working again in India. Today there is a recuperation of the out of date culture and custom characteristic for Patanjali, which is the enrichment of the old human advancement to the high level world. Due to various debilitated effects found in the current arrangement system called the Allopathic, other than it has a high repairing rate. Thusly, everyone of the world advances toward the Patanjali game plan of treatment. Thusly the Patanjali ascends as the billions dollars industry in India. Display day Patanjali medications made by the countless associations in India, anyway most of them are next to no including different area pharmacies that compound trimmings to make their own specific fixes . It is evaluated that the total assessments of things outline the entire Patanjali creation in India is on the solicitation of the one billion dollars (U.S.). the business has been directed by the not however much twelve critical associations for an extensive time allotment, joined actually

several other have taken after their lead, so that there are today 30 associations doing 1,000,000 dollars or more for consistently in business to deal with the creating interest for Patanjali drugs. The consequences of these associations are fused inside the overall order of FMCG. Most of greater Patanjali drug suppliers give materials other than Patanjali internal solutions, explicit in the districts of sustenance and toiletries. Where may be cover with Patanjali, for example, having customary local trimmings in the design of toiletries? There are such countless organizations in India, which are working in the field of Patanjali. Yet, Patanjali restricted has channelized their items not just in the field of Patanjali wellbeing items in FMCG just as materials as well. To upset up unfamiliar FMCG organizations in India they are attempting to give items to Indian customers at similarly ease with the best quality. Purchaser conduct toward explicit items relies upon different components like social factor for example Culture, subculture, and social class. Gatherings of people for example Reference gatherings, family and their job and status. Individual variables for example age, occupation, monetary condition, way of life, and character.

3. Research Methodology

3.1 Objective of the Research:

1. To Study the customer choice of selecting Patanjali products
2. To Study the worldly idea of shopper work behind of selecting Patanjali Products
3. To know the various usage in Patanjali products

3.2 Research Type: Descriptive research

3.3 Data Collection:

Primary data: Primary data was collected from those people who are using Patanjali products.

Secondary Data: Secondary data has been collected from various secondary sources like Journals, magazine, articles, and other sources.

3.4 Sampling Method: Researcher used convenience sampling method to collect data.

3.5 Data Collection Tool: researcher collected data through structured questionnaire filled by the respondents from the population.

3.6 Statistical tools Used: Research has applied percentage analysis and Chi-Square test to know the relationship between a dependent variable and an independent variable.

4. REVIEW OF LITERATURE

Once the relevant information about the product or service is obtained the next stage involves analyzing the alternatives. **Kotler and Keller (2012)** consider this stage as one of the important stages as the end user considers all the types and alternatives taking into account the factors such as size, quality and also price.

The Indian Ayurveda medicine market is not as popular as the allopathic medicine market for various reasons. This article intends to throw light on the performance, perceptions, and judgments about an Ayurveda medicine brand 'Patanjali' – a creation of Baba Ram Dev, who is a dynamic character in the media also for his periodic sensational statements about

the current happenings in the nation, which hit the headlines quite often **Dr. A. P. Pednekar (2015)**.

S. Deepika and S. Ambu (2017) Today's end user wants to know what they can use for their life or what opus of the products, this curiosity of the end user oppressed by the Baba Ram Dev, has to maintain and sustain the quality of own products along with its fastest-growing volumes in the Indian market.

Today's end user are more health conscious and are maintaining a good quality life, and their preference to consume such products which give them a good state of their health as well as provide maximum pleasure, the end user familiarity discipline leads in providing 'best total solution' an affirmation that the company helps its end users recognize their truthful problem and the best solution, ultimately taking charge of implementing it, Baba through his product offerings addresses all three value disciplines offering a unique blend of Ayurveda and Vedic philosophy to provide value for his customers (**R. Priyanka, 2016**).

5. Data Analysis

Demographic	Variable	Frequency
Gender	Male	32
	Female	88
Age Group	15-20	10
	20-30	67
	30-50	45
	50-60	5
Profession	GVT Job	23
	Business	46
	Profession	57
	Other	25
Income	< 10000	15
	11000-50000	20
	51000-70000	51

The age groups of respondents, 67% respondents belong to the age group of 20-30 Years, 45% belong to 30-50 yrs, 10% belong to 15-20 yrs, and only 5% belong to 50-60 yrs age group. 57% of respondents are having their own profession, 46% of respondents are having their business, and 13% are government job. Monthly income of respondents. 51% of respondents belong to 51000-70000 PM group, 20% of respondents have 11000-50000 PM, whereas only 15% of respondents have monthly income of 10000.

6. Hypothesis

H0: emotional and behavior traits play a significance role in selection of Patanjali products

H1: emotional and behavior traits does not play a significance role in selection of the Patanjali products

H0: the general division policy and consumer focus strategy play a significance role in the selection of Patanjali products

H1: the general division policy and consumer focus strategy does not play a significance role in section of Patanjali products

7. Sampling methods and size

I have selected the Strategic sampling beneath the designed sampling method, the basic elements studied are mainly the customer visiting the Patanjali stores. Scale use for measure- For measuring, I preferred to use Likert Scale.

8. Findings and Analysis

A. Discoveries identified the customer choice of selecting Patanjali products

1. 48.4% of the responders strongly supported that they are strongly paying attention on manufacture in the state itself for a particular goods and services; it may be accessible at low or high cost
2. 26.00% of the responders partially supported, that they are supporting the statement, but the circumstances may affect the selection of the particular product and services, but if they meet with their obligation at some stage towards the services or good they like to buy the product, which manufactured in their mother land.
3. 12.42% and 15.52% they come under the difference, again which does not means that they are not nationalists, may be this affect error of the questionnaire design or statement formation.

B. Discoveries Identified with the Wellbeing Cognizance

1. 41.8% of the responders are unequivocally supporting, this implies at any expense they are not bargaining with wellbeing when they will choose a specific item or administrations
2. 39.33% of the responders in part upheld, this implies at some occurrence may bargain with wellbeing because of current conditions and circumstance, when they are going for the choice of an item or administrations.
3. 10.1% of the responders are impartial, this implies they are not going for the current significant work first, yet this doesn't mean they are not thinking often about their wellbeing while at the same time choosing a specific labor and products.

C. Discoveries identified with the quality seekness

1. 46.47% of the responders are firmly in help that implies they are not trading off with nature of the item or administrations, doesn't make any difference the expense of the item or administrations.
2. 33.6% of the responders are in help that implies they are quality searchers yet incidentally may bargain yet not constantly, while they are choosing an item or administrations.
3. 31% of the responders are nonpartisan that implies the vast majority of time bargains with quality dependent on the circumstance.

4. 8.8% and 20.67% of the responders falls under the conflict; it very well might be a reason for the blunder in outlining the poll or the dialects.

D. Discoveries identified with the low Value seekness of the Shopper

1. 34.52% of the responders emphatically upheld, this implies they are saw low cost of item while they are going for purchasing labor and products.

2. 34.13% of the responders upheld, this implies they don't generally go at the determination of minimal effort of the item or administrations.

3. 10.4% of the responders are nonpartisan, with this they will buy items according to their need doesn't implies they are searching for cost of the item.

4. 26.1% and 25.02% responder's falls under the conflict, 16.1% chose that some time they purchase the items at low cost, however consistently they need to purchase items at significant expense.

E. Discoveries identified with the materialistic nature of the Shopper

1. 51.4% of the responders emphatically upheld, that implies they are materialistic in nature while the choosing an item or administrations

2. 33.3% of the responders in part upheld, this implies they don't generally show materialistic nature when they will purchase an item or administrations

3. 29.4% of the responders are unbiased in nature, at times shows the materialistic nature while choosing an item or administration

4. 6.8% and 8.78% responders are falls under the conflict that implies they are not materialistic in nature.

F. Discoveries identified with the ingenuity of the Shoppers

1. 57.7% of the responders firmly upheld, this implies they are imaginative in nature , in all ways they go for the new route for determination of the item or administrations

2. 24.57% of the responders part of the way upheld, that implies they not generally go for the new items or administrations

3. 25.32% of the responders are nonpartisan, this implies they don't generally go for the new item or administrations dependent on the circumstance

4. 5.4% of the responders in part dissent, that implies they sporadically go for the old item yet they are not limited for the item.

5. 4.08% of the responders firmly dissent, that implies they generally go for the old item accessible in market to purchase.

G. Discoveries Identified with the Purchaser Center by patanjali Items

1. 30.81 % of the responders firmly upheld , that PATANJALI Items more concentrations toward the purchasers

2. 28.43% of the responders in part upheld, that PATANJALI Items in part centers toward the purchasers
3. 15.17% of the responders are unbiased, that implies they can't say about the customer center by the PATANJALI Items
4. 10.27% of the responders somewhat dissent, that might be they go for the shopper center
5. 9.67% of the responders unequivocally can't help contradicting the purchaser center Theory testing H₀:psychological and character qualities play an importance part in determination of PATANJALI Items' merchandise or items For testing invalid theory, discover the normal of A,B,C,D,E,F and G.

1. 38.09875% of the absolute responders fall under obviously upheld

2. 26.77% of the absolute responders fall under moderately upheld

From above outcomes we can say that invalid theory passed. In this manner elective speculation consider to be fizzled.

H₀:the broad conveyance strategy play an importance part in the choice of PATANJALI Items' merchandise or items

For testing invalid theory, discover the normal of C and G.

1. 35.73% of the all out responders falls under unequivocally upheld

2. 38.004% of the all out responders falls under incompletely upheld

9. CONCLUSION

Patanjali Items is one of the presumed organization in the field of Ayurveda drugs, it get success in more limited timeframe. It got sufficient popularity in India just as outside of the country. Patanjali Items used by the customer's their low cost seekness, common excitement, quality smoothness and other individual and mental characteristics. Which are become all the more amazing assets for the choosing choice of the buyer to purchase the products. With help of our discovering now we can say that the Coimbatore buyers are public and nature energetic in nature, wellbeing cognizant, great searchers, immaculateness searchers, low value searchers, materialistic in nature, creative in nature, while they buy customer solid items. And furthermore their purchasing conducts additionally affected by dispersion strategy and friends' purchaser center approach. In this manner I attempted to comprehend the business techniques received by the patanjali products and furthermore gave some information to the impending exploration on the Patanjali Ayurveda products.

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