



## A Study on Customer Satisfaction towards Patanjali Products in Theni District



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### Abstract

Indian consumer segment is broadly segregated into urban and rural markets and is attracting marketers from across the world. Global corporations view India as one of the key markets from where future growth is likely to emerge. Consumers of this millennium have become more concerned about their health and also inclined to maintain the quality of life which is reflected through the preferential consumption of those products that protect the good state of their health as well as provide maximum satisfaction. To purchase a product the customer will go through a process of buying behavior. 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 the brand of eatable and cosmetics. This study also aims at identifying customer's satisfaction towards present and expected products from Patanjali.

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### 1. Introduction

The foundation of Patanjali Ayurved Ltd. The operation is the legacy of researching nature. Patanjali Ayurved Ltd. is dedicated to producing highest quality Herb mineral medicines which involve the rigorous process for raw, in-process and final production of drugs. Even though the Bahamas and heavy metals are an inherent part of the Ayurvedic system of medicine, there is a restriction on the amount of metal that is allowed in Herbomineral preparations. Patanjali Ayurved Ltd is committed to following the norms of national and international regulatory bodies and wants to come out with a vision to produce the drugs within permissible limits for the four heavy metals. Final formulations of Patanjali Ayurved Ltd medicines are to be tested for four metals according to the ordinance. Patanjali Ayurved Ltd .will also has a “need-based” approach to research on medical plants including a screening of plants for biological activity.

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### History of Patanjali Product

Parma Pujiya Swami Ramdev Ji Maharaj and Acharya Balakrishna Ji Maharaj founded the Patanjali Ayurved Ltd. In 2006 with a determined objective and vision to bring Ayurveda to the world in scientifically approved form by the amalgamation of science with ancient Ayurvedic wisdom. This includes a review of traditional Indian scientific texts, selecting and exploring effective, authentic herbs and safety tests to create safe and effective new products. The metals are the starting points of *herbomineral* preparation called Bhasmas and Rasa. Bhasmas are metals that go through a purification process that turns them into ash whereas Rasas are Herbomineral material that undergoes various traditional purification and detoxification processes and turns into the therapeutically active material. The Journal of the American Medical Association (JAMA) report on heavy metal content in Ayurvedic Medicines, along with Canada banning the import of *herbomineral* preparations is giving the industry sleepless nights.

### Literature Review

Tyangi N, (2016, May 24), Baba Ramdev's Patanjali far behind Darfur and Zandu in reach, economic times .com, The metals are the starting points of Herbomineral preparations called Bahamas and Rasas. The Bahamas are metals that go through a purifications process that turns them into ash whereas Rasas are *herbomineral* materials that undergo various traditional purification and detoxification processes and turn into the therapeutically active material. Mercer (2006) Stated that the bigger challenge before Patanjali product was marketing through the demand for Patanjali product was increasing – there are major obstacles to the development of the Patanjali market which needed to be removed. Roshan (2010) Stated that the problem encountered in the marketing of Patanjali product has also hindered its growth in the country. It is very important that the Patanjali product is marketed at a premium price over the conventional product so that it becomes viable for farmers to adopt these methods regularly on a large scale. There is international demand for Patanjali product, but so far, the output in India has been insufficient to meet this demand.

## 2. Research Methods

### Scope of the Study

The study based on the interview method. The study covers “A Study on Customer Satisfaction on Patanjali product in Theni District.”

### Objective of the Study

- 1) To know about the profile of the respondents.
- 2) To study the brand perception of “PATANJALI” in the minds of the customer.
- 3) To study the satisfaction level of the customer after using ‘PATANJALI’ products.

### Data Collection

Both primary and secondary data used in the present study.

**Primary Data:** Collected data through personal interview in the form of the questionnaire from 80 customers.

**Secondary Data:** Data was collected from various journals, books, and magazines.

### Tools for Analysis

The collected data has been analyzed by using following statistical tools:

- 1) Percentage Analysis
- 2) Likert's scaling Technique
- 3) Garret Ranking

### Limitation of the Study

Due to time constraints this study has been restricted to the customer satisfaction Patanjali product in Theni District only. The major findings of the study are based on the information given by the respondents. The result may be valid for over a longer period due to fast changing in this study area.

### 3. Results and Analysis

#### Analysis of Data

Table 1  
Patanjali Product Status of the Respondent

| Gender                                     |               |                   |            |
|--|---------------|-------------------|------------|
| Variables                                  | Categories    | No of Respondents | Percentage |
| Sex  | Male          | 28                | 35         |
|  | Female        | 52                | 65         |
| Age of the Respondents                     |               |                   |            |
| Age  | 15-20         | 11                | 13         |
|  | 20-25         | 53                | 66         |
|  | 25-30         | 10                | 13         |
|  | Above30 years | 6                 | 8          |
| Education Qualification of the Respondents |               |                   |            |
| Education Qualification                    | School        | 6                 | 8          |
|  | Graduate      | 13                | 16         |
|  | Post Graduate | 49                | 61         |
|  | Diploma       | 5                 | 6          |
|  | Other         | 7                 | 9          |
| Occupation of the Respondents              |               |                   |            |
| Occupation                                 | Home Maker    | 8                 | 10         |
|  | Businessman   | 25                | 31         |
|  | Professional  | 27                | 34         |
|  | Other         | 20                | 25         |
| Marital Status of the Respondents          |               |                   |            |
| Marital status                             | Married       | 19                | 24         |
|  | Single        | 61                | 76         |
| Total                                      |               | 80                | 100        |

From the above Table 1 interpret that majority of the respondents (65%) is under female category (66%) respondents are under age group of between 20-25 years. Under Education qualification of the respondents, most of the respondents are (61%) having the qualification of postgraduate,(34%) of the respondents are doing the business and (76%) of the respondents are married.

#### Satisfaction Factors Analysis

##### Likert Scaling Techniques

Most frequently used summated scales in the study of social attitudes follow the pattern devised by Likert. For this reason, they are often referred to as Likert-type scale, the respondents are asked to the respondent to each of the statements in terms of several degrees, usually five degrees (but at times, 3 or 7 may also be used) of the agreement or disagreement.

As 5 points Likert scaling techniques used to find out the most influencing factor, points were given as below:

|           |            |
|-----------|------------|
| Very high | - 5 points |
| High      | - 4 points |
| Medium    | - 3 points |
| Low       | - 2 points |
| Very low  | - 1 points |

##### Satisfaction Level of Present Practices in Patanjali Product

From the Table 2 show that the problem faced by the customer in Patanjali product quality of the first rank. The second rank for easy availability. The Third rank for a low price. The fourth rank for a discount. The fifth rank for the Ayurvedic product. The sixth rank for Advertisement.

Table 2  
Garrett Ranking of factors of Satisfaction Level

| Factors           | Score | 77  | 63  | 54  | 46  | 37  | 23  | Total | Arithmetic | Rank |
|-------------------|-------|-----|-----|-----|-----|-----|-----|-------|------------|------|
| Quality           | F     | 6   | 3   | 7   | 9   | 21  | 34  | 80    | 37.52      | I    |
|                   | FX    | 462 | 189 | 378 | 414 | 777 | 782 | 3002  |            |      |
| Low price         | F     | 13  | 17  | 18  | 15  | 14  | 13  | 80    | 14.07      | III  |
|                   | FX    | 78  | 51  | 126 | 135 | 294 | 442 | 1126  |            |      |
| Easy Availability | F     | 10  | 15  | 13  | 22  | 8   | 12  | 80    | 14.83      | II   |
|                   | FX    | 130 | 225 | 234 | 330 | 112 | 156 | 1187  |            |      |
| Ayurvedic Product | F     | 21  | 11  | 15  | 12  | 9   | 12  | 80    | 13.13      | V    |
|                   | FX    | 210 | 165 | 195 | 264 | 72  | 144 | 1050  |            |      |
| Advertisement     | F     | 13  | 23  | 12  | 11  | 15  | 6   | 80    | 13.06      | VI   |
|                   | FX    | 273 | 253 | 180 | 132 | 135 | 72  | 1045  |            |      |
| Discount          | F     | 17  | 10  | 16  | 21  | 13  | 3   | 80    | 13.58      | IV   |
|                   | FX    | 221 | 230 | 192 | 231 | 195 | 18  | 1087  |            |      |

### Finding and Suggestion

#### Findings

Findings are the means from interpretation and generalization which provides suggestion and valuable conclusion.

- 1) Out of 80 respondents of the percentage of the respondents are belong to the age grope of 20-25 years.
- 2) Out of 80 respondents of the 65 percent of the respondents are female.
- 3) Out of 80 respondents of the 61 percent of the respondents are belong to postgraduates as their educational qualification.
- 4) Out of 80 respondents of the 34 percent of the respondents belong to professional services as their occupation.
- 5) Out of 80 respondents of the 76 percent of the respondents are unmarried.

#### 4. Conclusion

This study s focused on the “A study on customer satisfaction towards Patanjali Product in Theni District.” The investigator made efforts to find out the marketing practices adopted by the Ayurvedic to sell their Patanjali product. The largest proportions of hill respondents to the “Unavailability of an earmarked marketplace/shop for selling the Patanjali product” to be their biggest concern.

#### Suggestion

The researcher offers the following suggestions for the Patanjali product in with the Present study.

- 1) Most of the customers are female has to be created among male members also to increase its sales.
- 2) Awareness among uneducated people also has to be increased.
- 3) Patanjali products availability in general stores has to be increased because common people will mostly purchase goods only at general stores.
- 4) The Patanjali have to improve their promotional activities more because they didn't reach the customer at least 50%.

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