



**A STUDY ON PURCHASING BEHAVIOUR OF CONSUMERS TOWARDS THE
PATANJALI PRODUCT IN VIRUDHUNAGAR DISTRICT, TAMILNADU**

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ABSTRACT

India is a hub of FMCG brands. Fast moving consumer goods (FMCG) are products that are sold quickly and at relatively low cost. Now-a-days people are very conscious about their health and they are using many ayurvedic productions in their day-to-day life. FMCG companies have played a major role in bringing Ayurveda back to the limelight. Companies like Dabur, Liver Ayush, Patanjali and many others have climbed up the ladder of growth by producing new varieties of products which are desirable by the consumers. Pantanjali brand marked its entry into the herbal retail market and FMCG with "Swadeshi" favour of products ranging from body care, health care, homecare, digestive, cosemetics, toiletries, etc. Customer is the king of any business, hence it is essential to understand customer's expectations, their preferences towards the product and their needs and wants. Without understanding consumer behavior no companies can survive. Hence an attempt has been made to identify the purchasing behaviour of consumers towards Patanjali products with special reference to Virudhunagar District, Tamilnadu.

KEY WORDS

Purchasing Behaviour, Patanjali Products, Customer Retention.

INTRODUCTION

Patanjali Ayurved was formed in January 2006 as a private limited company. In June 2007, it was converted to a Public Ltd. Company. The Board of Directors is formed of three founding people. Swami Acharya Balkrishnaji is serving as the Managing Director of the company. Two other members Swami Muktanandji and Sri Ajay Kumar Arya are also holding positions as the Directors of the company. Patanjali operates via 4 business segments, viz., Foods, Cosmetics, Home care and Ayurvedic products.

STATEMENT OF THE PROBLEM

The traditional uses of herbal products have a substantial historical and cultural importance. Although modern chemical based products exist side by side and have also gained popularity with the emerging era. It focuses on key determinants which gives Patanjali a competitive edge over other competitors and also the products that influencing its sales, consumer satisfaction and purchasing behaviour. Hence an attempt has been made to study the factors that influencing the purchasing behaviour towards the Patanjali products.

OBJECTIVES OF THE STUDY

- ❖ To study the demographic profile of the respondents.

- ❖ To measure the factors that influences the purchasing behavior of the respondents and
- ❖ To offer concrete suggestions based on the findings of the study.

REVIEW OF LITERATURE

Valand Kelkar, (2018). Revealed that customers' perception towards a brand is based on the satisfactory value the user receives after paying for the product and the benefits the user looks for. From the findings majority of customers from Colgate, Close up, Vicco, Dabur switch towards Patanjali toothpastes and it is because of reasonable price of the product, advertisements, an Indian Brand and ayurvedic elements etc.

RESEARCH METHODOLOGY

The study is based on primary data. It is collected through questionnaire from the users of Patanjali Products in Virudhunagar District. The questionnaire was pre tested. Secondary sources have been collected from Journals, articles, research reports and from company records. The sampling size constitutes 104 respondents. Sampling method used for the study is Convenient Sampling. Samples were collected from the users of Patanjali products in Virudhunagar district constituting Aruppukottai, Virudhunagar, Sivakasi and Rajapalayam of Virudhunagar District, Tamilnadu.

RESULTS AND DISCUSSIONS

Demographic profile of the respondents is very important for considering the purchasing behavior of Patanjali products. Details of the demographic profile of the respondents are presented in the Table1.

Table 1
Demographic Profile of the Respondents

Demographic Profile		Frequency	Percentage
Age	15-25	63	60.5
	26-35	13	12.5
	36-45	14	13.5
	Above 45	14	13.5
Gender	Male	11	10.6
	Female	93	89.4
Marital Status	Married	41	39.4
	Unmarried	63	60.6
Occupation	Student	62	59.6
	Businessman	7	6.7
	Private Employee	10	9.6
	Government Employee	3	2.9
	Home Maker	22	21.2
Educational Qualification	Illiterate	3	2.9
	Upto SSLC	12	11.5
	HSC	17	16.3
	Under Graduate	53	51.0
	Post Graduate	19	18.3
Income	Less than 10000	23	22.1
	10001-20000	33	31.7
	20001-30000	22	21.2
	30001-40000	14	13.5
	Above 40001	12	11.5
Family Size	Less than 2	8	7.7
	2 to 4	63	60.6
	5 to 7	33	31.7

Source: Primary Data

- 60.5 per cent of respondent are in the age group of 15-25 years of age.
- 89.4 per cent of the respondents are female.
- 60.6 per cent of respondents are unmarried.
- 59.6 per cent of the respondents are students.
- 51.0 per cent of the respondents had completed their under graduate.
- 31.7 per cent of the respondents are having a monthly income of Rs.10000 – 20000.
- 60.6 per cent of families have 2 to 4 members.

FACTOR INFLUENCING PURCHASING BEHAVIOR

Exploratory factor analysis (EFA), a multivariate interdependence type of statistical technique was used in order to explore the main components or factors of influencing purchasing behavior out of 14 variables as considered by the respondents of Patanjali products at Virudhunagar District.

Factor analysis depends on three or four important steps. To test the validity of factor analysis, the following hypothesis was tested with Bartlett’s test.

H₀₁: Exploratory factor analysis is not valid.

**Table 2
KAISER-MEYER-OLKIN AND BARTLETT'S TEST OF SPHERICITY
(SPSS OUTPUT)**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.695
Bartlett's Test of Sphericity	Approx. Chi-Square	416.086
	df	91
	Sig.	0.000

The KMO co-efficient ranges from 0 to 1; it must be above .5 and the value nearer to 1 indicates more reliability of the Sphericity p value shall be less than .05, and test significance of .000 shows the

analysis. Here the present researcher had KMO value nearer to .7; it means the data are adequate. The Bartlett's Test of variables taken for the study have a good level of correlation among them.

Therefore, the Bartlett's test rejects the above null hypothesis; it indicates the performance of factor analysis is appropriate. The second step is initial

extraction of factors that is, out of 14 variables how many factors are to be extracted. For this, Principal Component Analysis (PCA) was made.

Table 3
Communalities

	Initial	Extraction
Price	1.000	0.453
Quality	1.000	0.470
Health	1.000	0.592
Availability	1.000	0.561
Brand	1.000	0.612
Informative	1.000	0.509
Celebrity	1.000	0.581
Competitor	1.000	0.506
Natural	1.000	0.538
Swadesi	1.000	0.510
Advertisement	1.000	0.747
Distribution	1.000	0.374
Harmful Additives	1.000	0.412
Good Packaging	1.000	0.489

Extraction Method: Principal Component Analysis.

**EXTRACTION OF FACTORS:
PRINCIPAL COMPONENT
ANALYSIS**

There are two main stages in factor analysis. As the first stage in the factor analysis, Principal Component Analysis was used for the initial extraction of the factors. PCA is a technique for forming a set of new variables that are linear

combinations of the original set of variables. The new variables are called 'principal components' or 'factors'.

There are 14 variables that can be extracted. But only those factors can be extracted which have Eigen value more than one. The Eigen value for a given factor measures the variance in all the variables which is accounted for by that

factor. The higher the Eigen value of a factor, the larger is the amount of variance explained by the factor. By retaining only the variables with Eigen values greater than one, one can infer that 21.432 per

cent of variance is explained by factor 1, 41.692 per cent of variance is explained by factor 2, 52.529 per cent of variance is explained by factor 3

Table 4
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.854	27.530	27.530	3.854	27.530	27.530	3.000	21.432	21.432
2	2.016	14.400	41.930	2.016	14.400	41.930	2.836	20.260	41.692
3	1.484	10.600	52.529	1.484	10.600	52.529	1.517	10.838	52.529
4	1.164	8.313	60.842						
5	.930	6.642	67.483						
6	.880	6.285	73.768						
7	.699	4.994	78.762						
8	.576	4.115	82.878						
9	.553	3.950	86.828						
10	.494	3.530	90.358						
11	.468	3.342	93.700						
12	.339	2.425	96.125						
13	.295	2.108	98.233						
14	.247	1.767	100.000						

From Table 4, one could see that three factors show a cumulative variance explanation of 52.529 per cent.

In stage 2 of factor analysis, “rotation of principal components” is performed by varimax rotation method. In practice, the best results are obtained by Principal Component’s extraction and

varimax rotation. The results of varimax rotation of Principal Components are presented in the following table. The factor matrix gives the loading of each variable in relation to each factor. The purpose is to ascertain variables which have a high loading on a certain factor, but low loadings on other factors.

Table 5
Component Matrix

	Component		
	1	2	3
Brand	0.737		
Competitor	0.689		
Informative	0.625		
Natural	0.616		
Quality	0.602		
Good Packaging	0.592		
Health	0.552	0.533	
Distribution	0.506		
Brand celebrity		0.631	
Harmful Additives		0.584	
Availability		0.582	
Price		0.503	
Advertisement			0.864
Swadesi			0.580

Extraction Method: Principal Component Analysis

Variables with the highest loading on the factors indicating the preference of using internet are provided in Table 6.

Table 6
Variables with High Loading

Factors	Name of Extracted factor	Selected Variables	Factor Loading
F1	Product Policy	More Health Benefits	0.764
F2	Product Features	Timely Availability of products	0.745
F3	Promotional Activity	Advertisement	0.841

It could be concluded that the factors influencing the purchasing behavior of Patanjali products depends upon the three factors namely Attractive

Product Policy, Product features and Promotional Activity.

SUGGESTIONS

- ❖ Company can concentrate on more advertisements to attract the customers to purchase the Patanjali products.
- ❖ Products are more in number but it is not available. Hence the company has to concentrate on the distribution channels to reach customers at proper time.
- ❖ Company has to provide discounts and offers to the customers to attract them to buy the product.

CONCLUSION

FMGC good plays a vital role in day to day life. Companies involved in FMGC products have to increase their market share by increasing their sales and then try to retain their customers. From the findings it is evident that customers are to some extent satisfied in using the Patanjali products. Ayurvedic product has a good reach but to retain a place in the market there should be proper distribution in the channel. If the supply is balanced with the

demand, Patanjali can make loyal customers by making it as a brand. Consumer are willing to buy the Patanjali products, there is no permanent agency contract with the distributor and also no stock in hand. So the company has to maintain good contact with retailer for increasing the supply of goods and also promote sales through offers, discounts other promotional activity like advertisement.

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