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Research Paper on Determinants of Loyalty Intentions of Patanjali Products

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ABSTRACT

This is an exploratory research into the determinants of loyalty of consumers towards Patanjali products. The main agenda is to link the various factors to how the consumers perceive the brand Patanjali and its products. Also how these factors play a part in their loyalty towards the brand. Hence, responses of 146 people have been collected to understand the consumer perception.

Consumers' views regarding products impact their purchasing decisions, thus marketers must apply their plans and techniques on a daily basis to reach more customers. Finding out what customers perceive and their attitudes, and remaining there by supplying items that meet their demands, can improve the customer experience and drive market growth for firms in the industry. As a result, the goal of this research is to find out what factors influence Patanjali customer loyalty.

1. INTRODUCTION

1.1 FMCG SECTOR IN INDIA

The fast-moving consumer goods (FMCG) sector is India's fourth-largest employer, with the home and personal care sectors accounting for half of total FMCG sales. The industry's key growth drivers are increased awareness, better accessibility and lifestyle changes. The urban segment (accounting for approximately 55% of the total revenue generated by the FMCG industry in India) is the largest contributor to the overall revenue of the industry. On the other hand, the FMCG market in rural India has grown at a faster rate in recent years than the urban Indian market. The semi-urban and rural areas are growing rapidly, with FMCG items accounting for half of total rural spending.

Market Size

India's retail sector is expected to grow to $1.1 trillion in 2021 from $840 billion in 2020, with contemporary trade expected to grow 20-25% year-on-year This will boost the sales of consumer companies. In fiscal year 2020, FMCG industry revenue reached Rs 3.4 lakh (US$52.75 billion) and is expected to reach US$103.7 billion by 2022. From July to September 2020, the sector grew 16.5% in value, driven by inflation, increased private consumption and rural income.

1.2 PATANJALI

The Company: Yoga master Ramdev and partner Sri Acharya Balkrishnaji established Patanjali Ayurved as a limited liability company in January 2006. It was converted into a limited company in June 2007. It has three offices in Haridwar and is registered under the Companies Act 1956. Its registered office is at Bijwasan, New Delhi. The company was founded with the aim of improving the lives of Indian farmers by sourcing raw materials locally and improving their livelihoods, while giving Indians the opportunity to adopt a healthy lifestyle. stronger by promoting Ayurveda and herbal products.

Baba Ramdev began his career as a yoga instructor, appearing on television programmes like as Aastha and Sanskaar and educating Indians about Indian traditions and art forms, including yoga. It was well-received, and word-of-mouth spread it to a larger audience. He claimed that Yoga will be a solution for all health issues. Patanjali made over 60 crore in sales in its first year of business, 2008. After almost a decade, the local firm has expanded to a size of 5,000 crores, posing a threat to big FMCG businesses.

Patanjali range of products: Patanjali provides a diverse selection of goods, many of which have Ayurvedic/herbal elements in common. Food and beverage, cosmetics and health, health beverage, and home care are its four business divisions. Patanjali butter, Dant Kanti, Kesh Kanti, Patanjali Atta noodles, and Patanjali aloe vera juice and gel are the most lucrative goods.

Patanjali's consumer base is enormous, and it is rising by the day. When Baba Ramdev relaunched Patanjali in 2014, it sparked a massive upsurge. He didn't look back after that.

The business is struggling to satisfy the demands of all of its clients. Since its start, it has grown its distribution methods and reach several times. The company's output has expanded as well, and it currently offers over 450 goods in its portfolio.

Organization structure: Three founding members make up the Board of Directors. The company's chief executive officer is Swami Acharya Balkrishnaji. Swami Muktanandji and Sri Ajay Kumar Arya, two additional members, are also directors of the organisation. Swami Ramdev is not a shareholder or employee of Patanjali, but he serves as an advocate for the whole Patanjali brand. Ram Bharat, Ramdev's brother, leads the executive division. He is responsible for all members of the financial, logistics, and other teams. He is an unofficial executive, although in Patanjali, positions are not institutionalised. 3 Patanjali employs around 200,000 people in total. They don't only recruit MBA grads; they hire brilliant folks. This allows them to save money while achieving extraordinary growth.

1.3. AIM

To further understand the factors of consumer loyalty intentions for Patanjali, we conducted an exploratory research. The focus will be on the role of numerous elements in such consumer behaviour. We hope to learn why people buy Patanjali products or why they don't, why they're so loyal to the brand, and what they eventually anticipate from it through our research. The growth of the consumer market will be fuelled by rising population and disposable income. The goal of this study is to learn about the elements that influence customer behaviour as well as consumer satisfaction with Patanjali goods. Many products like food, consumer packaged goods and healthcare are Patanjali ayurveda home grown. According to IIFL Institutional Equities report patanjali is expected to create revenues of Rs.20, 000 crore by fiscal year 2022.

The rise of India's consumer market will be fuelled mostly by favourable demographics and rising disposable income. A customer goes through a buying behaviour process in order to purchase a product. This study was conducted to determine why customers like Patanjali. The goal of this survey was to find out how customers felt about Patanjali's present and future goods.

1.4 RESEARCH OBJECTIVES

1. To identify the impact of the health benefits of Patanjali products on the loyalty intentions of consumers

2. To identify the impact of the product quality of Patanjali Products on the loyalty intentions of consumers.

3. To identify the impact of the Customer expectation of Patanjali Products on the loyalty intentions of consumers.

4. To identify the impact of the purity factor of Patanjali Products on the loyalty intentions of consumers

5. To identify the impact of the easy availability of Patanjali Products on the loyalty intentions of consumers.

6. To identify the impact of the consumer experience of Patanjali Products on the loyalty intentions of consumers.

7. To identify the impact of the price of Patanjali Products on the loyalty intentions of consumers.

8. To identify the impact of the income of Patanjali Products on the loyalty intentions of consumers.

1.5 FEASIBILITY

Baba Ramdev is a yoga expert who has brought Ayurvedic items to the market under the Patanjali brand. Patanjali launched FMCG into the market in a short period of time, reaping tremendous revenues. Patanjali goods were once only popular in Northern India, but they have now captured the market in India as a whole. It is extremely difficult for a firm to endure and profit from such a market position for an extended period.

The study was just for a short time. Due to the respondents' hectic schedules, gathering information was challenging. Because the data was gathered by convenience sampling, it does not convey the complete customer's personality.

A Google form and a phone interview were used to collect data for the poll. As a result, the majority of the interviews are city inhabitants and well-known individuals.

1.6 THESIS OVERVIEW

The remainder of this thesis is organised into five parts, beginning with Chapter 2, which includes a literature review and definitions of key words.

The study's design, selected participants, the justification for the data collecting technique, and the design of the pilot and main questionnaires are all explained in Chapter 3. The results and data analysis of the survey's conclusions are presented in Chapter 4. The conclusion and recommendations for further study are offered in Chapter 5.

1.7 SUMMARY

In this chapter we have understood about the FMCG market in India and Patanjali in particular. We have also seen the objective of the study and the main aim behind the study.

There have been studies conducted in the past about Patanjali products but this study will help us provide a more detailed look at the loyalty determinants of the consumers towards the products from patanjali as the study is more focused towards the consumer perception and determinants.

2. LITERATURE REVIEW

This chapter starts with reviewing of 10 research papers followed by defining various constructs and concepts that were identified through the exploratory research. The operational definition explains all the dependent and independent variables. While reviewing various reports we concluded that the factors contributing to brand loyalty for Patanjali are complex and cannot be explained using a single factor. The following chapter explains the different variables such as Loyalty, Product Quality, Health Benefits, Customer expectation and Purity factor.

According to Raju G. S. & Rahul R. (2016), consumer demographics and price of the product are important factors driving FMCG product sales. The study reveals that consumers of age 15-45 are the main consumers of Patanjali products and health conscious population in this age group have an inclination towards Patanjali food products. Patanjali has a huge product line but few products like toothpaste has gained popularity among consumers. Price along with the ayurvedic or herbal ingredients of Patanjali products has played a key role for the company's success.

Singh Y (2018) conducted a region specific study in the city of Mohali. The study reveals all the aspects of consumer perception regarding price, quality, range, availability and advertisements of Patanjali products. The paper focuses on the satisfaction level of customers or perceived benefits of Patanjali products.

Malarvizhi J & Devi T. C. (2018) conducted a study in Theni district and it covered the semi urban and rural population. The paper focuses on the various aspects of customer satisfaction regarding Patanjali products.

Ramachandran (2018) stated that prices of products, offers or discounts are important factors behind the purchase decision of consumers.

Mishra P & Tazeen F (2018) suggested the extent to which Baba Ramdev's message of nationalism has influenced consumers to buy Patanjali products.

Jaggi R & Ghosh M (2017) tries to study preferences of consumers in product categories like toothpastes, soaps, shampoos, detergents, edible oil, wheat, flour etc. This study reveals popularity of brands, the reasons for positive brand image and the frequency of usage of Patanjali products. The study also states that communication strategy of Patanjali was a key factor behind its success.

Madhavi R, Iyer E & Dechamma M. D. (2019) carried out a quantitative research in order to study the relation between demographic factors and the factors of customer satisfaction.

GUPTA S. (2017) analyses the perception of consumers towards Patanjali products on the basis of demographic factors like age, gender or household income. This is a detailed study on the importance of brand image, shopping frequency, perceived benefits, brand familiarity or product awareness and their relation with the purchase decision. Patanjali's position in the minds of consumers is judged on the basis of these factors.

Jeyaprabha B, Pragathi P & Priyanka (2018) studied the reasons behind the shift of Indian consumers towards ayurvedic or herbal products.

Khanna R. (2015) conducted a quantitative research on consumer perception towards Patanjali brand. It reveals that the price of Patanjali products and the fact that the company offers natural products have attracted consumers towards the brand.

2.1 Synthesis of literature review

After conducting the exploratory research, we identified the following dependent and independent variables.

2.1.1 Constructs

The following variables affecting the loyalty intension of consumers

2.1.1.1 Product Quality (Independent)

Product Quality is defined as a natural tool for quantifying the inherent properties of a product such as the ingredients used in the making, how durable or how free from defects is it product. Quality is an important aspect for satisfying customers as well as retaining them. Products, perceived to be of good quality by consumers, are instrumental in making great contribution to revenue and profitability of any company. Pricing of products are also dependent upon the product quality. *Rahul, R. (2016)* In this report, perception of consumers regarding quality of Patanjali products is under the scanner as sales of Patanjali products have suffered a major hit in the last few years. *GUPTA,S. (2017).*

2.1.1.2 Health Benefits (Independent)

Health benefit is defined by the positive affect that the product has due to its quality on the individual's health.Today's consumers have become a lot more health conscious. They are conscious about nutritional benefits and other health benefits offered by various products. *Dechamma, M. D. (2019)*

Patanjali is believed to offer products which is good for health as all of its products are ayurvedic products. Ayurvedic contents present in the products provide immense health benefits and this is the reason why Patanjali became so popular among Indian consumers.

2.1.1.3 Customer Expectation (Independent)

Customer Expectation can be defined as the benefits consumer seeks in terms of price, packaging, shelf life and nutritional value. *Jaggi, R., & Ghosh, M. (2017)* Customer expectation is also defined to as the perceived value or benefits that customers want from any product. The perception regarding any product or category is formed by different processes like first impressions, promotions etc.The benefits delivered by any product should meet expectations of customers as far as possible and this is a key factor for customer satisfaction.

2.1.1.4 Availability (Independent)

Easy availability is defined as if the consumer can easily get access to the particular product as per their requirements. Availability of products is an important factor behind a brand's popularity among consumers. On-shelf visibility helps in building a positive consumer perception. Proper availability of products is also a part of the service a company is providing to the people. Availability also indicates the efficiency of distribution network of the company. *Mishra, P., & Tazeen, F. (2018)*

2.1.1.5 Consumer Experience (Independent)

Consumer experience is the customer's holistic perception of the experience. It implies the involvement of customer at emotional level along with the physical usage of the product. The overall experience of any consumer after usage of a product is termed as consumer experience. This not only covers functional benefits experienced by the consumer but also covers after sales service or guidance provided by the seller. *Jeyaprabha, B (2016)* In today's world consumers have the power of revealing their experiences to the entire world and that is why this is a very important aspect in any highly competitive business environment especially in the FMCG sector.

2.1.1.6 Purity Factor (Independent)

Purity factor is defined as the quality of being pure which means the ingredients used are closer to nature or herbal and has less chemical content in it. This is closely associated with Patanjali products as Patanjali positions itself in consumer minds as manufacturer of natural and pure ayurvedic products. Purity factor is another dimension of product quality and is closely related with health benefits. Consumers in today's world are careful about constituents of any product and the implications of using a certain product. Thus purity factor of Patanjali contributes to the brand's popularity and thus this factor needs to be assessed with utmost importance. *Khanna, R. (2015)*

2.1.1.7 Definition of Loyalty (Dependent)

Given the fact that brands frequently have both an emotional and a functional component, marketing tactics have moved to emphasise connections and value creation. P Mishra and F Tazeen (2018). They describe the two halves of the phenomena of brand loyalty, noting that brand loyalists must have an emotional connection and/or commitment to the brand in addition to planning to repurchase it. In fact, in the marketing literature, brand loyalty has been identified as the most essential relationship management concept, where customers have a strong psychological attachment to the product under which the brand is consumed. Consumer loyalty to a certain product is defined as a limit or degree of customer devotion to that product, as evidenced by their purchases and repeat purchases, independent of promotional pressures. Competing brands may create commerce or advertising. J. Malarvizhi (2018) Loyalty may be described as a consumer's level of commitment to a specific brand, and it is a biassed behavioural reaction shown over time. Due to favourable experiences, personal attachment, and brand image, customers repurchase from the same brand. R. Ramachandran, R. Ramachandran, R. Ramachandran (2018)

Concepts

- **Price** – Price of the Product
- **Income** – Income of the consumer

Constructs

- **Customer Expectation -** can be defined by the perceived value or benefits the consumer seeks when purchasing a product.
- **Easy availability -** is defined by how it is to access or buy this product.
- **Purity factor -** is defined as the quality of being pure which means freedom from contaminants or anything that debases or pollutes the product.
- **Health benefit -** is defined by the respondent's perception of whether a product or service is benefitting his/her health and to what extent.
- **Product Quality** - is defined as a natural tool for quantifying the inherent properties of a product that allows satisfying stated or implied needs.

- **Consumer experience** - is the customer's holistic perception of the experience. It implies the involvement of customer at emotional, rational physical and spiritual level.

2.2 Research questions-

Following are the research questions we aim to answer though the study-

- **Descriptive Research-**

1. To what extent the price of Patanjali products impacts the loyalty intention of consumers?

2. To what extent the income of Patanjali products impacts the loyalty intention of consumers?

- **Causal Research-**

1. To what extent the health benefits of Patanjali products impact the loyalty intention of consumers?

2. To what extent the product quality of Patanjali products impacts the loyalty intention of consumers?

3. To what extent the Customer expectation of Patanjali products impact the loyalty intention of consumers?

4. To what extent the purity factor of Patanjali products impacts the loyalty intention of consumers?

5. To what extent the easy availability of Patanjali products impacts the loyalty intention of consumers?

6. To what extent the consumer experience of Patanjali products impacts the loyalty intention of consumers?

3. METHODOLOGY

Research methodology is a statistic that helps assess the correctness of a research method's outcomes, and it is considered the lifeblood of any project. The study's major goal is to discover the most prevalent variables influencing customer purchase behaviour for FMCG items, as well as to learn about consumers' impressions of Patanjali. A survey was conducted on customer satisfaction with Patanjali goods.

A sample of 146 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 survey approach is the foundation of the project. A survey's main goal is to gather information that may be utilised to develop conclusions and produce outcomes. This allows us to acquire a picture of the target population's attitudes and behaviours, including thoughts, viewpoints, and answers.

We have used a quantitative approach to measure the importance of the determinants and how they affect the loyalty intentions of the consumers. This will help us understand the main points of the current product portfolio of Patanjali and help us to understand the consumer perception.

3.1 Participants

Almost all the people make use of FMCG products thus the universe was all the public at large. Since we were using convenience sampling we got responses using our contacts.

Hence, we send out the questionnaire to our respondents over social media. We also used telephonic interviews to aid in our research.

Even though the entire public was our universe but we tried to focus more towards the urban population. Patanjali being a relatively new brand has started making inroads in the rural sector. Hence, it made more sense to focus our research on the urban respondents.

Calculation of Sample Size:

Sampling Technique: Convenience Sampling

For this research, **147** responses were obtained

3.2 Role of Researcher

The researchers on the project used their contacts to spread the questionnaire. We used different IDs to spread the questionnaire so that the respondents were not influenced by the researchers.

Different researchers used telephonic method as well to avoid bias. All of us were involved in the collections and analysis of data. The researchers played no part other than being the points of contact for the participants.

The question order was kept uniform across all respondents to ensure time constraints of the project are ensured and uniformity is maintained across responses to ensure effective analysis.

3.3 Data Gathering

3.3.1 Research Tool

It is reasonable to acquire data via telephones and web platforms. The following are some of the potential advantages of using telephone interviews as a data collection mechanism: (a) efficient use of economic and human resources; (b) reduction of facilities associated with face-to-face interviews; (c) developing a positive relationship between researcher and participant; and (d) improving data collection quality. Musselwhite and his colleagues (2007). Data may be entered promptly, and data analysis can be completed fast and easily when conducting surveys online. Geographic limits on data collecting can be solved cost- effectively by conducting surveys through email or the internet. The number of smartphone users in India has increased significantly over time, as seen by the fact that the 2534 age group has the greatest percentage of smartphone users at 62 percent. (S. Davey and A. Davey, 2014). When creating the questionnaire and selecting the online survey platform, this was taken in mind. Researchers must use a mobile-friendly way to continue their study.

3.3.2 Scale designing

A likert scale is a type of ordered scale in which respondents select the item that best represents their viewpoint. It's frequently used to gauge people's sentiments by asking how much they agree or disagree with a subject or statement. "Strongly disagree, Disagree, Neutral, Agree, Strongly agree" would be a common scale. When we have inquiries about attitudes, beliefs, and actions, the Likert scale caters to our demands. We will not use the Likert scale to examine demographic characteristics such as age, race, or income, but we will use it to analyse customer opinions about a specific issue. The psychometric response scale is mostly used in surveys to determine a participant's preference or level of agreement with a proposition or collection of statements.

The one-way nature of the Likert scale makes it a noncomparative scaling approach (measuring only one characteristic).

Respondents were asked to use an ordinal scale to indicate their degree of agreement with a specific statement.

Because our research will be evaluating independent factors such as quality, purity factor, and a variety of others (mentioned in different sections). A five- or seven-point Likert scale is used to quantify these factors.

The Likert scale has the benefit of being the most ubiquitous survey gathering tool, making it simple to grasp. The responses are easily measurable and amenable to a mathematical analysis' computation. It does not force participants to adopt an opinion on a particular issue since it does not need them to offer explicit, clear yes or no responses, but rather enables them to reply in a variety of ways. This makes it easy for the person to respond to the inquiry. In addition, the replies were presented with the participants' neutral or unsure sentiments in mind. Because the participant's response is represented by a single number, these replies are simple to code during data collection. Likert surveys are also a rapid, efficient, and low-cost way to collect data. They are quite adaptable and may be mailed, emailed, or delivered to your door.

3.3.3 Survey Creation

As we had already identified the multiple constructs that affect the loyalty intension of consumers of Patanjali from the exploratory research. So to conduct the secondary research we form a questionnaire to extensively understand how the independent variables affect the dependable variable from the consumer's perception.

Customer Expectation

Code		Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
CE1	I purchase products of known brand names					
CE2	I purchase products with high nutritional value					
CE3	I buy products with sustainable packaging					
CE4	I am against using products with artificial preservatives					
CE5	I prefer products with higher shelf lives					

CE6	Price is an important factor for me in choosing any product					
CE7	Advertisements of a brand influence my decision to buy their products					
CE8	The celebrities endorsing the brand influence my decision to buy their products					
CE9	Feedback from the people I know about a brand's product influence my decision to buy their product					

Easy availability

Code	Statement	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
EA1	I get irritated if the product of my chosen brand is out of stock					
EA2	I generally wait for the product of my chosen brand to be available in the stores					

Purity factor

CODE	Statement	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
PF1	I believe that natural ingredients increases the purity factor					
PF2	I believe that if it is safe to use for everyone it increases the purity factor					
PF3	I believe that including many chemicals decreases the purity factor					
PF4	I believe that I consider purity factor before buying the product					
PF5	Higher purity factor makes me feel good about consuming the product					

Health benefit

Code	Statement	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
HB1	I believe in using products that make me feel fit					
HB2	Before I make any purchase, I research about the health benefits of the products					

HB3	I believe using herbal or organic products can cure diseases					
HB4	I think chemical supplements decreases the health benefits of the product.					
HB5	I don't care about the health benefits of the products I use					

Product Quality

CODE	Statement	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
PQ1	I believe herbal ingredients increase quality					
PQ2	I believe that durable products are of superior quality					
PQ3	I believe that quality is an important factor while Buying a product					
PQ4	I believe that freedom from defects and deficiencies is an integral part of product quality					
PQ5	I believe that price depends on the quality of the product					

Consumer experience

CODE	Statement	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
CEx1	I believe more varieties enhances the consumer experience					
CEx2	I believe that ease of use enhances the consumer experience					
CEx3	I believe that emotional involvement enhances the consumer experience					
CEx4	I believe that knowledge about the product enhances the consumer experience					
CEx5	I believe that re-purchasing of the product depends upon consumer experience					

Loyalty

CODE	Statement	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
BL1	I believe that having a positive experience about the product increases loyalty					
BL2	I believe that my individual attachment with the brand increase the loyalty					
BL3	I believe that brand image increase loyalty					

Price

How does price as a factor affects my buying behavior?

- o If the price is lower I tend to buy the product.

- o If the price is lower I believe the quality is not good If the price is higher I tend to switch to other brands

- o If the price is higher I believe the quality is good

Income

How Income as a factor does affects my buying behavior?

- o If my Income is low I tend to buy fewer products

- o If the Income is low I tend to buy cheap products

- o If the Income is high or I get a bonus I buy more products

- o If the Income is high I tend to buy expensive products

Personal Profile:

Age:

- o 0-12years
- o 12-20years
- o 21-35years
- o 36-50years
- o 50-80years

Gender:

- o Male
- o Female
- o Others

Income:

- o Less than 10 Lacs
- o 10 -20 lacs
- o 20-50 lacks
- o More than 50 lacs

Marital Status:

- o Single
- o Married
- o Divorced
- o Widow

Occupation:

- o Businessman
- o Service
- o Self employed
- o Others

3.3.4 Data Analysis

After the data was collected it was converted to a likert scale of 1-5 (from strongly disagree as 1 to strongly agree as 5). As to get the right analysis, the data was cleaned before we would use it to remove unfilled questions.

To analyse the hypothesis, a linear regression was run to get more insights on the correlation between dependent variable: loyalty and dependent variables: product quality, Consumer expectation, consumer experience, purity factor, easy availability and health benefit. One of the main reasons of doing regression for this study is to determine the impact of the above- mentioned independent variables on the outcome.

The null hypothesis for this regression was: There is no correlation between loyalty intention and the 6 dependent variables. For the second part of the analysis, Chi Square test was run that helped us to analyse the concepts. Results for both the analysis are covered in the next chapter.

3.3.5 Methodology Conclusion

It is important to use proper methods for carrying out secondary research and literature review, creating questionnaire and efficiently getting responses from the respondents is imperative for the quality of study. The next chapter of this report contains the results and its analysis before moving on to recommendations in the final chapter.

4. Results and Analysis of Data

4.1 Participants

Of the 143 responses to the survey all were completed so we get a total of 143 responses for our research. The survey was conducted through telephonic and online channel. Out of 143 responses, 68 were females (46.3%), 78 were males (53.1%) and 1 other (0.7%).Majority of the respondents lying in the bracket of 21-35 yrs of age (76.2%), followed by age group of 36-50 (12.8%) and 12-20(8.2%) and the rest lies in the remaining age ranges.

The next factor being income, where majority of respondents fall in the bracket of less than 10lacs (71.4%) followed by income group of 10-20lacs (17.7%) and income group of 20- 30lacs (9.5%) and a very few lye in the category of 50lacs+.

4.2 Factor Analysis

Descriptive Statistics

	Mean	Std. Deviation	Analysis N
I purchase products of known brand names	3.8392	1.06580	143
I purchase products with high nutritional value	3.5105	.96318	143
I believe that including many chemicals decreases the purity factor	3.7762	1.10962	143
I am against using products with artificial preservatives	3.5035	1.04729	143
I believe that natural ingredients increases the purity factor	3.8042	1.08289	143
I believe that if it is safe to use for everyone it increases the purity factor	3.5385	1.05329	143
I prefer products with higher shelf lives	3.4196	.98876	143
Price is an important factor for me in choosing any product	3.5874	1.11538	143
Feedback from the people I know about a brand's product influence my decision to buy their product	3.7692	1.13020	143
I get irritated if the product of my chosen brand is out of stock	3.4895	1.06723	143
I generally wait for the product of my chosen brand to be available in the stores	3.4406	1.11723	143
I believe in using products that make me feel fit	3.6434	.98871	143
I believe herbal ingredients increase quality]	3.6224	.99862	143
I believe that durable products are of superior quality]	3.4825	1.01297	143
Advertisements of a brand influence my decision to buy their products]	3.3846	1.06760	143
The celebrities endorsing the brand influence my decision to buy their products]	2.8042	1.15221	143
I believe that price depends on the quality of the product]	3.5524	1.08562	143
I believe more varieties enhances the consumer experience]	3.5804	1.02375	143
I believe that quality is an important factor while buying a product]	4.0000	1.02778	143
I believe that having a positive experience about the product increases	4.0070	1.07793	143

|			
I believe that emotional involvement enhances the consumer experience]	3.5594	.96868	143
I believe that knowledge about the product enhances the consumer experience]	3.8601	.98296	143
I believe that re-purchasing of the product depends upon consumer experience]	4.0350	1.10958	143
I believe that my individual attachment with the brand increase the loyalty]	3.7692	1.03931	143
I believe that brand image increase loyalty]	3.5245	1.06700	143
I buy products with sustainable packaging]	3.3776	.96271	143
I believe that I consider purity factor before buying the product]	3.6923	1.04969	143
How does price as a factor affect my buying behavior?	2.3497	1.08289	143
How Income as a factor does affects my buying behavior?	2.1888	1.12557	143
Before I make any purchase, I research about the health benefits of the products	3.5524	1.05935	143

The analyses' initial output was a table of descriptive statistics for all the variables examined. The mean, standard deviation, and number of respondents (N) who took part in the survey are usually displayed. Looking at the average, it's clear that I feel quality is vital, as well as a pleasant product experience and product repurchase based on the consumer's experience. The most crucial factor influencing loyalty

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.912
Bartlett's Test of Sphericity	Approx. Chi-Square	2354.175
	df	378
	Sig.	.000

KMO assesses sampling adequacy (if the responses provided with the sample are acceptable), and since it is 0.912, it is near to 0.9, indicating that the sample is appropriate.

Another indication of the strength of a link between variables is the Bartlett test. The fact that Sig is 0.000, which is less than 0.05, indicates that the variables have a substantial association. We also rule out the null hypothesis.

The plot on the screen is a plot with exceptional values vs all of the elements. The histogram may be used to figure out how many items to preserve. Where the curve begins to flatten is the point of interest. It is clear that the curve begins to flatten between factors 5 and 6. Also, because the eigenvalues of factors 5 and above are smaller than 1, only five factors are kept.are kept.

Scree Plot
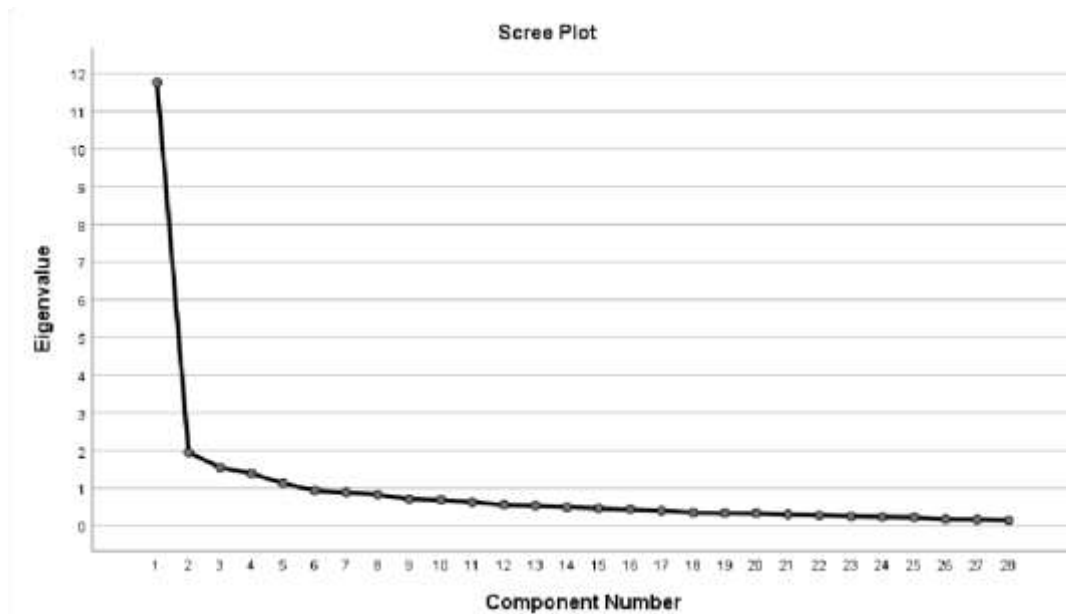
Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
I believe that having a positive experience about the product increases loyalty]		.176	.168	.043	.008	.023
I believe that quality is an important factor while buying a product]	.825	.237	.254	.018	.094	-.023
I believe that re-purchasing of the product depends upon consumer experience]	.789	.272	.180	.141	.130	-.020
I believe that knowledge about the product enhances the consumer experience]	.733	.238	.143	.399	.078	.024
I purchase products of known brand names	.690	.287	.094	.050	.193	-.036
I believe that natural ingredients increases the purity factor	.577	.278	.482	.102	.152	.018
I believe that including many chemicals decreases the purity factor	.550	.328	.146	.135	-.008	.218
I believe that my individual attachment with the brand increase the loyalty]	.541	.490	-.011	.117	.297	-.146
Before I make any purchase, I research about the health benefits of the products	.200	.592	.185	.202	-.093	.111
I buy products with sustainable packaging]	.203	.635	.300	.143	.230	-.229
I purchase products with high nutritional value	.396	.622	.229	-.225	-.010	.015
I get irritated if the product of my chosen brand is out of stock	.099	.599	.290	.084	.213	.155
I believe more varieties enhances the consumer experience]	.363	.575	.117	.245	.164	-.053
I believe that emotional involvement enhances the consumer experience]	.349	.571	-.056	.091	.468	-.087
I believe herbal ingredients increase quality]	.485	.536	.154	.101	.188	-.074
I generally wait for the product of my chosen brand to be available in the stores	.254	.534	.264	.254	.058	.032
I believe that price depends on the quality of the product]	.394	.481	-.055	.434	.167	.053
I believe that I consider purity factor before buying the product]	.422	.461	.325	.211	-.181	-.175

I am against using products with artificial preservatives	.240	.312	.795	.094	-.171	.016
I believe that if it is safe to use for everyone it increases the purity factor	.041	.228	.625	.266	.224	-.118
Feedback from the people I know about a brand's product influence my decision to buy their product	.383	.216	.548	.077	.343	.155
Price is an important factor for me in choosing any product	.469	.048	.525	.160	.293	.107
I believe in using products that make me feel fit	.378	.433	.453	.194	-.287	-.007
I believe that durable products are of superior quality]	.325	.309	.223	.685	-.082	.008
I prefer products with higher shelf lives	.321	-.036	.282	.655	.269	.060
The celebrities endorsing the brand influence my decision to buy their products]	-.308	.337	.129	.618	.295	.037
Advertisements of a brand influence my decision to buy their products]	.251	.195	.131	.519	.---	.047
I believe that brand image increase loyalty]	.401	.206	.319	.081	.456	-.374
How income as a factor does affects my buying behavior?	-.064	-.066	.092	-.043	.---	.773
How does price as a factor affect my buying behavior?	.131	.099	-.065	.127	-.251	.714

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 21 iterations.

4.3. Chi-square test

How does price as a factor affect my buying behavior? * I believe that my individual attachment with the brand increase the loyalty

Crosstab

Count

		I believe that my individual attachment with the brand increase the loyalty]					
		1.00	2.00	3.00	4.00	5.00	Total
How does price as a factor affect my buying behavior?	1.00	2	2	26	24	21	75
	2.00	2	1	4	16	11	34
	3.00	3	1	7	11	2	24
	4.00	1	0	0	7	2	10
Total		8	4	37	58	36	143

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.294[a]	12	.082
Likelihood Ratio	22.864	12	.029
Linear-by-Linear Association	.722	1	.396
N of Valid Cases	143		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .28.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.367	.082
	Cramer's V	.212	.082
N of Valid Cases		143	

Since the p-value i.e. 0.082 is greater than our chosen significance level ($\alpha = 0.05$), we do not reject the null hypothesis.

How Income as a factor does affects my buying behavior? * I believe that my individual attachment with the brand increase the loyalty]

Crosstab

Count

		I believe that my individual attachment with the brand increase the loyalty					
		1.00	2.00	3.00	4.00	5.00	Total
How income as a factor does affects my buying behavior?	1.00	3	1	17	28	14	63
	2.00	1	0	8	13	13	35
	3.00	1	3	5	10	4	23
	4.00	3	0	7	7	5	22
Total		8	4	37	58	36	143

Chi-Square Tests

|	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.928ᵃ	12	.118
Likelihood Ratio	14.698	12	.256
Linear-by-Linear Association	1.553	1	.213
N of Valid Cases	143		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .62.

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Phi	.354	.118
	Cramer's V	.204	.118
N of Valid Cases		143	

That means price and loyalty are independent of each other Since the p-value i.e. 0.118 is greater than our chosen significance level ($\alpha = 0.05$), we do not reject the null hypothesis. That means income and loyalty are independent of each other.

4.4 Regression

Scatterplot

Dependent Variable: Mean Brand Loyalty FACTOR
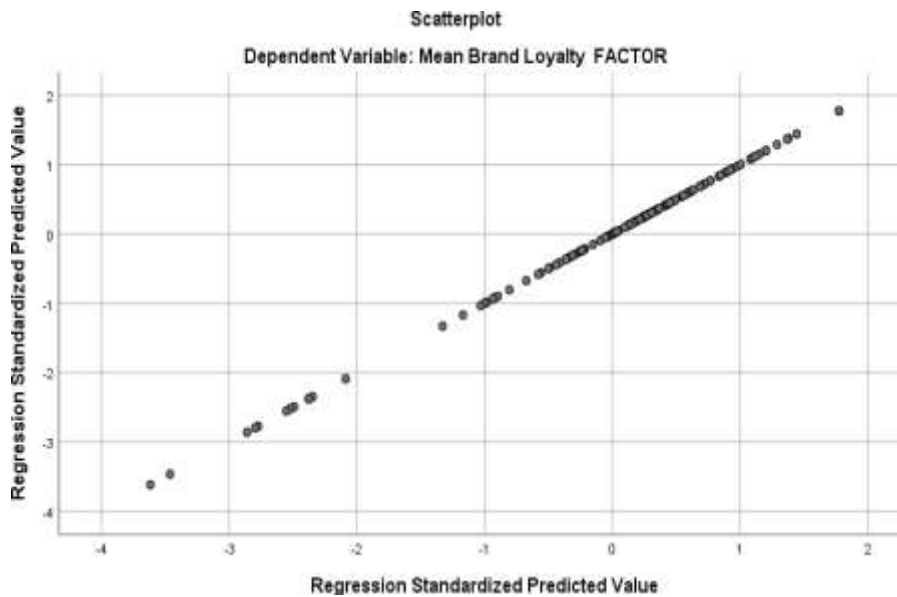
The scatter plots below indicate a good linear relationship between dependent and independent variable

Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.841ᵃ	.707	.694	.46719	1.653

a. Predictors: (Constant), Mean PRODUCT QUALITY FACTOR, Mean Easy Availability Factor, Mean Health Benefit Factor, Mean Purity Factor, Mean Customer Expectation Factor, Mean Customer Experience

b. Dependent Variable: Mean Brand Loyalty FACTOR

The multilinear regression model and overall fit statistics are summarised in the table below. The corrected R2 of our model is 0.841, with R2 = 0.707. This suggests that linear regression accounts for 70.7 percent of the data variance. DurbinWatson d = 1.653 is located between two crucial values of 1.5 & lt; d & lt; 2.5 and 1.5 & lt; d & lt; 2.5. As a result, we may assume that our multiple linear regression data has no first-order linear autocorrelation.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.239	.213		1.124	.263
	Mean Customer Expectation Factor	.195	.101	.158	1.930	.056
	Mean Purity Factor	.038	.084	.037	.457	.648
	Mean Easy Availability Factor	-.053	.058	-.059	-.916	.361
	Mean Health Benefit Factor	.008	.059	.009	.137	.891
	Mean Customer Experience	.460	.091	.452	5.026	.000
	Mean PRODUCT QUALITY FACTOR	.309	.101	.292	3.065	.003

a. Dependent Variable: Mean Brand Loyalty FACTOR

The entire variable except Mean Purity Factor, Mean Easy Availability Factor, Mean Health Benefit Factor i.e. Mean Customer Expectation, Mean Customer Experience and Mean Product Quality Factor had significant impact on Brand Loyalty Factor

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.656	6	11.943	54.716	.000[b]
	Residual	29.685	136	.218		
	Total	101.341	142			

a. Dependent Variable: Mean Brand Loyalty FACTOR

b. Predictors: (Constant), Mean PRODUCT QUALITY FACTOR, Mean Easy Availability Factor, Mean Health Benefit Factor, Mean Purity Factor, Mean Customer Expectation Factor, Mean Customer Experience

The significance value is 0.000 (p = 0.000), which is less than 0.05. As a result, the difference is statistically significant.

5. RECOMMENDATIONS

After considering the analysis done from the consumer survey, we recommend the following:

➢ Prices should be reduced while maintaining quality so that more products could be sold to the people belonging to middle class (0-20 Lacs)

➢ Because the firm is in its early stages of development, it is only inevitable that it will embark on ambitious ambitions. We advise him to think long term before making such plans, and not to raise the price of his items immediately, since most clients are still in the adoption stage.

➢ Patanjali should maintain its products with less chemicals and artificial preservatives and increase its purity factor further. Patanjali is known for its purity and if some consumers feel that it is not upto the required standard then the company has to put a lot of R&D and effort behind it.

➢ For increasing the brand loyalty, it has to maintain its brand image of being high in purity and positive experience. It is because of this image that it has attracted and retained consumers since its inception and hence cannot afford to lose it now.

➢ Patanjali should cease producing and selling goods that contradict its fundamental objective of offering health-promoting Ayurvedic products. As a consequence, their market position in Ayurveda and herbal goods was maintained and strengthened. Additionally, they will have a smaller portfolio as a result of this approach, which will allow them to focus all of their resources on those items.

➢ Patanjali will gain momentum if they can optimise supply demand and provide distributors and merchants a little additional profit by reducing existing SKUs to a reasonable amount.

➤ We advocate increasing the number of production units to increase production capacity. As a result, they may take advantage of economies of scale and strive to ensure enough and timely supply, as well as higher profits for distributors and retailers. It should also be accessible at local kirana stores to broaden the selection.

➤ Business Priority is always accessible at all stores and for all items. Customers have more options as a result of increased product availability. Even if a product sells at a certain store, actions must be made to guarantee that inventory is kept in check and that the product is accessible as quickly as feasible. Customers will have less opportunities to look at the products of other firms as a result of this.

➤ Consumer satisfaction with advertising and affordability is poor. The brand can entice more clients to utilise its products if the price is reduced slightly. Advertisements that are more appealing and informative can also be created.
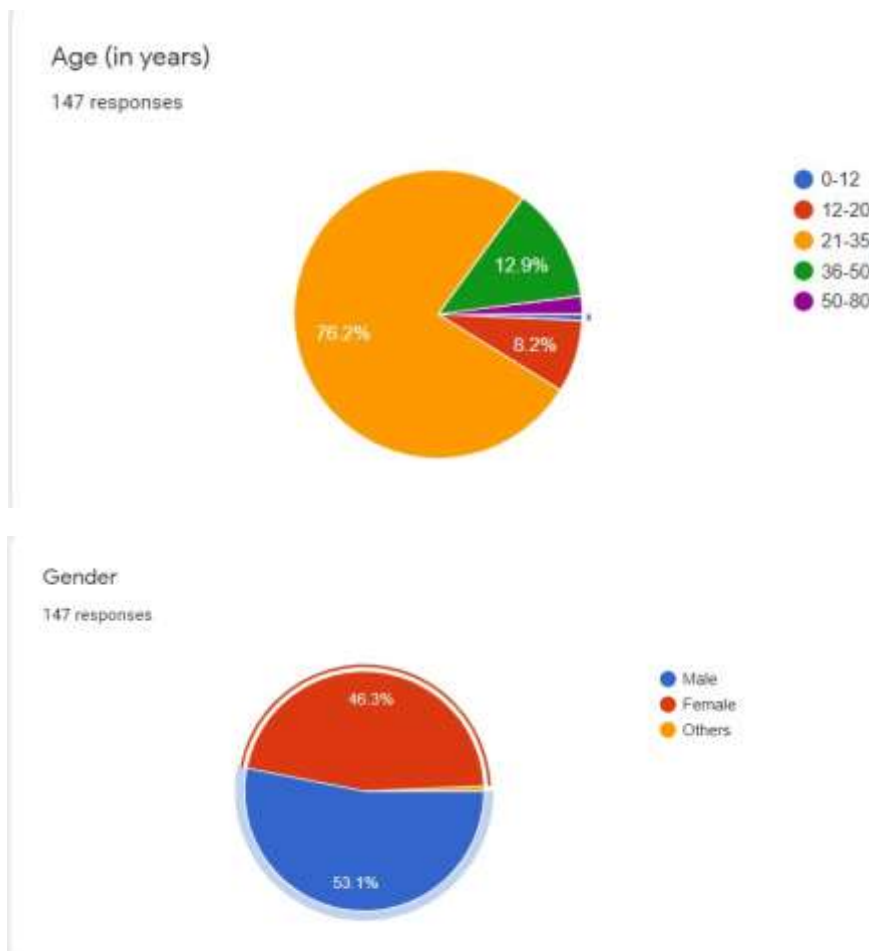
6. CONCLUSION

The research was intended to get an idea about the consumer's perception about patanjali as a brand and its products inorder to find out about our research problem i.e. the determinants of loyalty intentions. Through the survey we learnt about the various factors thatform a part of the consumer decision making, how various personal factors such as price, income determine loyalty.

Also how various constructs such as Product quality, Health benefits etc. have a deep impact on customer's loyalty intentions. The analysis done using SPSS software helped us gain more statistical insights and thus helped us to reach conclusions and recommendations.

Finally, through this research we realised how price and income along with all other factors are very important for Patanjali with varying importance and will eventually help Patanjali in increasing its sales again.
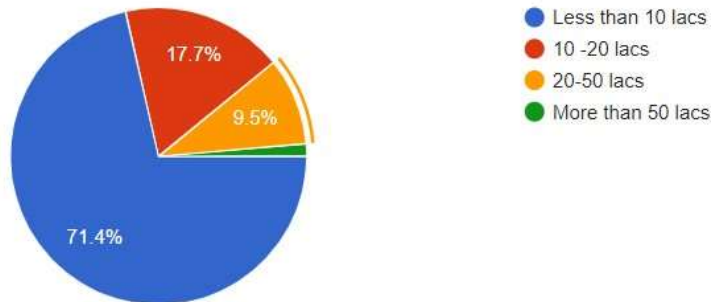
Although survey results may not indicate that Patanjali is an ideal maker of goods, the vast majority of Patanjali consumers are quite pleased with the items they use. Users have a lot of good things to say about the brand and its products. Customers are really happy and delighted with Patanjali goods, and many of them wish to tell their family and friends about them.
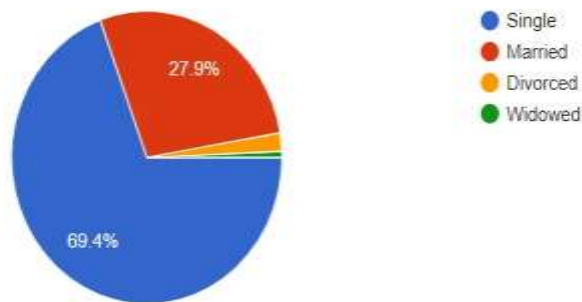
7. ANNEXURE

Income

147 responses

- Less than 10 lacs
- 10 -20 lacs
- 20-50 lacs
- More than 50 lacs

Marital Status

147 responses

- Single
- Married
- Divorced
- Widowed

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