



## Patanjali Products Survival in Consumer Market

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### ABSTRACT

This abstract discusses Patanjali Ayur Ved's emergence in the herbal and ayurvedic market for personal care and food products has ignited a fierce competition among brands. While Indian FMCG companies grapple with a slowdown in growth, they are increasingly turning to the herbal-organic consumer products sector, inspired by Baba Ramdev's Patanjali. As a prominent television advertiser and the face of his company, Ramdev is not only boosting awareness of ayurvedic-herbal products but also expanding the market. Major players like Emami, Hindustan Unilever (HUL), Dabur, and Himalaya Drug Company are reevaluating their strategies, introducing new products, and making acquisitions to thrive in this herbal age.

**Keywords:** Herbal market, Herbal therapy, Health care, Brands, Product, ayurvedic medicines, growth margins

### Introduction:

To introduce the content about Patanjali and its role in the changing landscape of India's consumerism during the 1990s and early 2000s, you can start with an engaging and informative opening:

"In the midst of India's transformative journey through the 1990s, a period marked by the liberalization of its economy and the influx of global influences, one company emerged as a torchbearer of indigenous values and holistic well-being. As international corporations flooded the Indian market, altering the preferences of the population, a unique phenomenon known as the 'swadeshi effect' began to take shape. It was against this backdrop of shifting consumer desires that Patanjali, a visionary Indian enterprise, entered the stage, driven by the unwavering commitment of Indian yogi Baba Ramdev and Acharya Balkrishna. In 2006, they embarked on a mission that extended far beyond mere profit margins, aiming to revolutionize the way Indians perceived health and wellness. Patanjali's journey revolves around the fusion of ancient Indian Ayurvedic wisdom with modern consumerism, a blend that seeks to detoxify both mind and body.

### OBJECTIVES OF STUDY

- To study the mind of customer brand preference of Patanjali
- To study the preference of Patanjali products in consumers
- To study factors affecting purchasing of products of Patanjali

### RESEARCH METHODOLOGY:

The research methodology used in the study mentioned in the question involved collecting data from websites and using convenient sampling. The study also reviewed journals, articles, research reports, and government documents to gain insight into previous interventions by stakeholders and policymakers. However, the search results do not provide any further information on the specific research methodology used in studies related to Patanjali.

Key Highlights and Information about Patanjali Ayur Ved Limited:

1. Manufacturing Excellence: The company operates a manufacturing unit in Uttarakhand, known for producing high-quality Ayurvedic products. Some of its popular products include Chayana's, Honey, Jam, Soan Papdi, Badam Pak, and Mustard Oil. These products are known for their premium quality and competitive pricing.

2. **Diverse Product Portfolio:** Patanjali offers a diverse product portfolio that encompasses various categories, including foods, FMCG (Fast-Moving Consumer Goods), and Ayurvedic products. This includes foods, supplements, digestives, dairy products, juices, cosmetics (shampoo, soaps, face wash), home care products (detergent cakes, powder, liquid), and healthcare products for various purposes like blood pressure management and skin diseases.
3. **Growth and Valuation:** According to CLSA and HSBC, Patanjali is the fastest-growing FMCG company in India. It is valued at Rs. 3,000 Crore (approximately US\$450 million), with predictions of reaching revenues of Rs. 5,000 Crore (approximately US\$740 million) for the fiscal year 2015–16.

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### Literature Review :

The literature review presented by Gupta and Ojha (2019) delves into the factors affecting customer satisfaction, with a particular focus on Patanjali products. Their study highlights an intriguing finding: there is no significant correlation between independent variables, including demographic factors like gender, age, marital status, and occupation, and customer satisfaction. This suggests that these traditional demographic variables do not play a significant role in determining customer satisfaction levels.

Shifting our attention to the report by Nayak and Prabhu (2020), it explores the unconventional marketing strategies employed by Patanjali, which have disrupted the FMCG (Fast-Moving Consumer Goods) market and revolutionized the industry. The findings of their study underscore the complexity of factors that collectively shape the overall landscape.

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### Findings:

The study's findings reveal that several significant factors influence customers' purchasing decisions regarding Patanjali products. These factors include quality, freshness, flavor, color, brand image, advertisements, and packaging, which all play a crucial role in influencing customers' buying behavior. Additionally, the product's origin, lab recommendations, and the association with Baba Ramdev contribute to building trust among respondents.

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### Conclusion:

Ultimately, the study concludes that the majority of Patanjali product consumers fall within the 18-25 age group, with a significant portion having postgraduate qualifications. Quality, freshness, flavor, color, brand image, advertisements, and packaging emerge as pivotal factors influencing customers' buying behavior. To enhance their market presence, the company should concentrate on these key factors.

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