

“STUDY OF CONSUMER PERCEPTION AND BUYING BEHAVIOUR OF HERBAL FMCG PRODUCTS OF PATANJALI IN NANGLOI EXTENSION, WEST DELHI”

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Abstract:

The study was conducted in Nangloi Extension, West Delhi during 2023. Total 100 respondents from Nangloi Extension were selected purposely. The data were collected through survey forms with the help of pre-structured questioner designed with the objective of finding out perception regarding buying behaviour of herbal FMCG patanjali products. Statistical tools used to analyse data are mean, percentage, frequency, rank-analysis and Likert scale. From the data it can be revealed that in modern India, the idea of a healthy lifestyle is widespread, so consumers are looking for quality as well as healthy products specially those products which they consume or use in day to day life. Yoga, Ayurveda, and natural remedies are more thoughtful concepts than any other medicine. Preventing unnecessary things is far more important than curing diseases. This is why Yoga Guru Baba Ramdev and his naturally installed Patanjali products are so important. This article highlights the perception and customer satisfaction of the herbal FMCG products of Patanjali in Nangloi Extension. From the data I observed that Face value of Baba Ramdev is most influencing factor while purchasing herbal FMCG Patanjali products on other hand consumers are most satisfied with the quantity of the Patanjali products while quality acts as the most prominent reason to buy Patanjali products over others.

Keywords: Herbal FMCG, Satisfaction, Perception, Consumer Buying Behavior, Brand Preference.

Introduction:

The study of consumer helps firms and organization improve their marketing strategies by understanding the psychology of consumers, how they think, feel, reason, and select between different alternatives. The “consumer” includes both personal consumers and business/industrial/organizational consumers. Fast moving Consumer Goods (FMCG) goods are popularly named as consumer package goods. Items in this category include all consumables (other than groceries/pulses) that people buy at regular intervals. The most common in this list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories. These items are meant for daily use of frequent consumption and have a high return. FMCG products are relatively small, they generally sell in large quantities, so the cumulative profits on such products can be large.

In Indian perceptions about a brand are important because Indian customers rely on the perceptions of the people around us affect our decision to buy or not to buy the products. Thus, in order to survive in the marketing environment of a country like India, brands need to be positioned in the minds of people. Perceptions are highly subjective and thus easily distorted. Herbal products refer to items that are prepared and processed with the help of the herbs. Herbs are food rather than medicine because they're complete, all natural and pure, as nature intended. Consumer behavior focuses on how individuals make decisions to spend their available resources on consumption related items, That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it and how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose it. Buying behavior is the sum of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the market place when purchasing a product or service.

Material and Method:

Selection of District: There are 11 districts in Delhi. Out of which West-Delhi district was selected. As it is having 12,900 hectares of land. Which population is 2,83,000 according to the data of year

2023.

Selection of Sub-Division: There are 3 sub-divisions in West-Delhi district namely Patel Nagar, Rajouri Garden and Punjabi Bagh. Out of which Punjabi Bagh was purposely selected.

Selection of Locality: There are 15 localities in Punjabi Bagh out of which Nangloi was selected on the purposely basis.

Selection of Sub- locality: In Nangloi locality, there are 6 sub-localities namely Chandan vihar, JJ Colony, Nangloi Extension, Naresh Park, Rajendra Park, Vandana Vihar.

Out of which Nangloi Extension was purposely selected. Its population size was 60603.

Selection Of Respondents: At this stage of selection 10% which is about 100 respondents were selected randomly from the all categories of size of consumers so that a meaningful study can be carried out.

Tools and Techniques of Analysis:

Percentage-This measure was used for simple comparisons.

$$P = X/N * 100$$

Where,

P= Percentage

X= Frequency

N= Total number of respondent

Mean-The arithmetic mean is the sum of the scores divided by their number. This measure was used to categorize the dependent and independent variables.

n

$$X = \sum_{i=1}^n Xi / N$$

Where,

X = mean

Σxi = Sum of all the pairs in a distribution

N = Total number of items involved.

Frequency-This measure was used to know the distribution pattern of respondent's variable wise and to categorize the problems perceived by respondents in order of importance.

Rank analysis - In a given dataset items are arranged into ranks on

the basis of response of number of respondents to a particular option.

Likert scale- It is a type of survey scale which is used to measure variations like agreement, frequency, quality, likelihood etc. It contains a question that uses a 5 or 7-point scale to select.

Result and Discussion:

The result is a presentation of the findings of the given study, purely based on the objectives:

Table 1: Gender of the Respondents:

Gender	Frequency	Percentage
Male	40	40%
Female	60	60%
Total	100	100%

To study the socio-economic profile of the respondent in study area.
To examine the consumer perception towards Herbal FMCG Patanjali products across different demographic segment.
To study the various factors responsible for the consumption of Herbal FMCG patanjali products.
To analyze the satisfaction level of Herbal FMCG Patanjali products among consumers.

Gender is one of the prime socio-demographic variables in this study. As gender affects the buying decision, it has an essential association in market-related research. Due to the distinction in their perception and socialization, men and females tend to have distinct conclusions while buying. Out of the total, 100 respondents 40 respondents were male, that is 40% while the remaining 60 were female that is 60% of total sample.

Table 2: Age Groups of the Respondents:

Age	Frequency	Percentage
15-24	33	33%
25-34	60	60%
35-44	5	5%
45-54	2	2%
55 Year And Above	0	0%
Total	100	100%

From this Table it can be concluded that 33 (33%) respondents are in the age group of 15-24, 60 (60%) respondents are in the age group of 25-34, 5 (5%) respondent are in age of 35-44, that is followed by 2 (2%) respondents in the age group of 45-54. Therefore, the majority of respondents are in the age group of 25-34.

Table 3: Products often purchase from Patanjali:

Product Division	Frequency	Percentage	Rank
Natural Health Care	37	37	3
Natural Food Products	40	40	2
Ayurvedic Medicines	33	33	4
Natural Personal Care	49	49	1
Herbal Home Care	33	33	4

When 100 Patanjali consumers were asked about the Patanjali product that they often buy it can be inferred from the Table that Natural personal care has the highest frequency, 49 and it was ranked 1st among them. It was followed by Natural food product with frequency of 40, 37 for Natural health care, and 33 for Ayurvedic Medicine and for Herbal home care frequency was again 33.

Table 4: Influential factors:

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Rank
Consumer's Society Culture AffectThe Buying Behavior	14	7	30	36	13	273	6
Consumer Consider Their FinancialCondition During Shopping	16	7	19	33	25	256	9
Consumer's Family Are Most Inferential People That Affect Their Buying Behavior	11	13	28	38	10	277	4
Consumer Care About People Opinions When They Buy Things	10	13	30	38	9	277	4
Consumer Consider AttractivePackaging Of Product	12	6	18	24	40	226	15
Consumer Consider Quantity OfProduct	11	15	18	40	16	265	7
Consumer Consider Nature OfProduct	12	8	18	41	21	249	10
Consumer Consider Health BenefitOf Product	14	7	14	35	30	240	13
Consumer Consider Brand Image OfProduct	12	10	21	37	20	257	8
Consumer Consider Reasonable PriceOf Product	12	10	14	37	27	243	12
Consumer Consider Safety OfProduct	11	9	16	37	27	240	13
Consumer Consider Quality OfProduct	12	15	26	37	10	282	2
Consumer Often Change To AnotherProduct If They Had Bad Experience With The Previous One	13	11	16	32	28	249	10
Consumer Consider The Face Value Of Baba Ramdev While PurchasingThe Patanjali Products	15	15	27	23	20	282	2
Celebrity Affect The Consumer'sPurchasing Decision	14	16	27	31	12	289	1

Here value of ; strongly disagree=5, disagree=4, neutral=3, agree=2, strongly agree=1 .Hence, Total is out of 1500.

The highest-ranked factor were found to be Celebrity and that is the Face value of Baba Ramdev in case of Patanjali a Quality of products followed by other people's opinion and family who influence while

Table 5: Satisfaction level of Consumers for Patanjali products:

Parameter	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Total	Rank
Quality	22	57	16	4	1	395	2
Quantity	22	57	16	5	0	396	1
Price	19	55	21	3	2	386	4
Packaging	13	59	25	3	0	382	5
Availability	21	52	23	4	0	390	3

Here, value of ; very satisfied=5, satisfied= 4, neutral=3, dissatisfied= 2, very dissatisfied=1Hence, Total is out of 1500.

It was found that highest level of satisfaction was from the quantity of Patanjali products followed by quality in the second rank, availability in a third, price in fourth and price in the fifth rank that is last.

Conclusion:

In the list of Herbal FMCG Products, Patanjali gives a tough competition to many marketers with its unconventional ways of marketing. There are many significant factors that together makeup the buying decision of the product. Consumer's perception towards a brand is built largely on the satisfactory value the user receives after paying the product and benefitsthe user looks for. In the above study, a large portion of user is satisfied from Patanjali herbal FMCG products. It may be because of good quality and quantity of the products at reasonable price. It may be ability of product to cure the problem. The satisfaction brings in the retention of customers. Patanjali is enjoying the advantageous position in market through spirituality elements involved in the products. However ,it should not ignore the comeptitiors. Patanjali in order to retain the customers and satisfy them, must fulfill the claims by the company before any other may grow up and take the benifitsof marketing through spirituality.

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purchasing. Consumer society followed by Quantity and Brand image and financial condition while shopping was found to be moderately influencing factor occupying the ninth rank among 15 factors. Price, Safety and Attractive packaging of product occupied the bottom ranks.

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