

A STUDY OF MARKETING AND BRANDING ON MIND OF PATANJALI CONSUMER IN SAURASHTRA REGION

*¹BANDHIYA, P.R.; ²KALPESH KUMAR; ²MAHETA, H. Y. AND ²BHARODIA, C. R.

PG INSTITUTE OF AGRI-BUSINESS MANAGEMENT
JUNAGADH AGRICULTURE UNIVERSITY
JUNAGADH – 362 001, GUJARAT, INDIA

*EMAIL: payalahir24@gmail.com

¹ Student, 4th semester, MBA (AB), P.G.Institute of Agri-Business Management, Junagadh Agricultural University, Junagadh

² Assistant Professor, P. G. Institute of Agri-Business Management, Junagadh Agricultural University, Junagadh

ABSTRACT

A decade ago Patanjali Ayurveda came with an influential dialogue “no chemicals & swadeshi alternative”. In a very few months, Patanjali has become a prime household name. Today, Patanjali Ayurveda Limited is as one of the main players in the Indian FMCG (Fast Moving Consumer Goods) company, and blindly trusted by the people across the country. Patanjali has now become the most prestigious brand in India and has a turnover of more than 2,000 crore in a very short span of time. This study provides the information of marketing and branding of patanjali on mind of consumer. Correlation was used to access the impact of marketing and branding. Total of 150 consumers from three districts were surveyed by using multi stage random sampling technique. In this study, major marketing tools implied by company were importance being swadeshi brand, importance having baba ramdev as a brand ambassador, price, quality, etc. A result of the study showed that packaging of product could not influence people to buy patanjali products.

KEY WORDS: Ayurveda, Patanjali, Swadeshi, FMCG

INTRODUCTION

Ayurveda, the ancient path to wellness, is getting popular day by day. The reason is that it is regarded as 100 per cent safe, with little side effects, and an intelligent way of medicine. This is the reason why many youngsters are getting attracted toward the ayurveda as a means of earning as well. Ayurveda presents a multibillion-dollar global business opportunity. Things have changed over time and ayurveda practice is truly world class with the introduction of standard operating procedure and set up a stringent quality standard for Ayurveda medicine (Anon., 2017).

Ayurveda as a business opportunity has many dimensions which need to be explored. From traditional ointments being only used by Vaidis in the earlier times to modern medicines being manufactured by big brands, the Ayurveda business has definitely come a long way. Ayurveda is a vast subject with ample of business ventures. In fact, with much improvement in the medicinal world, more and more people are getting attracted toward Ayurveda. These include a major percentage of those people who have got hired from the side effects of Allopathic medicines. Thus, venturing into the Ayurveda business is a

trending concept now-a-days (Ghoshal, 2016).

Previously, Ayurveda-based products in the Indian market were restricted to hair oils, the local dietary supplement called chyawanprash, and over-the-counter palliatives.

Now, natural Ayurvedic ingredients are increasingly being integrated into a growing number of products, ranging from shampoos, skincare creams, oils and powders, toothpaste gels, and soaps to cough syrups, teas, packaged juices, and nutritional supplements. These products find massive appeal among, both, India's millennial in urban and rural markets as well as among older consumers already familiar with the traditional herbal ingredients.

Having sensed the growing concerns about the side-effects of chemical-based allopathic medication and pragmatic, non-dogmatic & non-sectarian treatment of all kinds of ailment and disorders guru Swami Ramdev and Ayurveda Acharya Shree Balkrishna jointly founded Patanjali Ayurveda Kendra Pvt. Ltd. on September 27, 2007 and initiated its operation at Katmandu, Nepal. After realizing the huge potential of Ayurvedic products in Indian herbal retail trade and FMCG sector, Guru Ramdev announced the entry of his Patanjali Ayurveda Ltd into Indian FMCG market on April 23, 2012 with 'Swadeshi' line of 100 products, including cosmetics, toiletries and others (Dutta, 2015).

Patanjali is an Indian FMCG brand which was established with the sole objective to serve people of this country with the science of ayurveda and latest technology with ancient knowledge. Sri Acharya Bala krsishna holds more than 92 per cent of ownership in company while company is getting benefitted with the goodwill of Baba Ram dev and Acharya Balakrishna and is constantly targeting new

heights and setting higher targets for themselves (Bhargava *et al.*, 2018)

Patanjali food and Herbal Park at Hardwar is the main production facility operated by Patanjali Ayurved. The company plans to establish further units in India and Nepal in near future. It produces the products in the category of personal care and food sector. The company produces 444 types of products including 45 types of cosmetics products and 30 types of food products. According to the company, all the products manufactured by Patanjali are made from ayurveda and natural components. Patanjali's products are cheaper compare to the alternatives available in the market due to less production and marketing cost. It has also launched beauty and baby products. Its ayurvedic manufacturing division has over 300 medicines for treating a range of ailments and body condition from common cold to chronic paralyses (Ghoshal, 2016).

METHODOLOGY

This study is confined to Saurashtra region in which Junagadh, Porbandar and Rajkot districts were selected randomly (Figure 1). The study carried out during the year 2019. Multi stage random sampling technique was used for data collection. At first stage Saurashtra region was selected. At second stage three districts were selected from Saurashtra region. From each districts, major city was selected. From each city, two Patanjali outlets were selected and from each outlet 25 customers were selected randomly. Hence, total three districts, three cities, six outlets and total 150 customers were selected for the study purpose. Primary data was collected by using structured questionnaires. Secondary data was collected from company's database and internet source. According to requirement of the specific objectives of the study and based on nature and extent of availability of data, correlation analysis was carried out to

access the impact of marketing and branding on mind of consumer. Karl Pearson's

coefficient of correlation formula is given below.

$$\text{Karl Pearson's Correlation Co-efficient, } r = \frac{\sum xy}{\sqrt{\sum x^2} \cdot \sqrt{\sum y^2}}$$

Where,

$$\sum xy = \sum XY - \frac{(\sum X)(\sum Y)}{n}$$

$$\sum x^2 = \sum X^2 - \frac{(\sum X)^2}{n}$$

$$\sum y = \sum Y^2 - \frac{(\sum Y)^2}{n}$$

Following formula was used to test the significant level of correlation coefficient.

$$t = \frac{r}{\sqrt{\frac{1-r^2}{n-2}}}$$

Where,

r = Correlation coefficient

n = Number of observations

RESULTS AND DISCUSSION

The result obtained for assess the impact of marketing and branding on Patanjali consumer are presented in Table 1. Different parameters were considered to determine association among these variables. Result showed that age and gender was positively correlated and significant at 10 per cent level of significance which indicated that these two variables had positive impact on each other. Gender and occupation was negatively correlated with each other, which indicated that they both have negative impact on each other. The correlation coefficient between gender and swadeshi factor was found positive, which means they both were positively correlated. This was because of male and female have different mindset for swadeshi products. The correlation of occupation with swadesh factor was found positive and significant at 10 per cent level

of significance which indicated that these variables have positively affected each other. The reason behind this was increase in level of employment, swadeshi factor affect more. The correlation coefficient between occupation and price was found negative, thus, they both have negative impact on each other. In case of occupation and advertisement, value of correlation coefficient was found negative and significant at 10 per cent level. That means advertising of patanjali is not effective to high employment. The correlation coefficient of experience with quality and packaging were found positive and positively affected each other. Since people believe in quality of product, if they experience of it. The correlation of coefficient of quality with swadesh factor was found positive and quality with price was negative and significant at 10 per cent level. This was because most of the users

under study fall under low or medium income group so they are dependent upon others for buying Patanjali products price is not significance of them and they were not ready to pay high price.

CONCLUSION

Patanjali hit the list of top seven most trusted ayurvedic brands according to the annual Brand Trust Report of 2015 published by TRA (Trust Research Advisory), Patanjali broke into the list for the first time. From building a strong community before launch to the swadeshi abhiyan Yoga guru has played crucial role to convey his message that Patanjali Ayurvedic products can also cure chronic diseases cancer, AIDS, diabetes, arthritis, thyroid, and more. Despite of that Patanjali is also spreading its wings through a new product line that is apparels, as per the recent announcement by Yoga guru is to planning to launch clothing line for each and every age group. As long as Baba Ramdev is with Patanjali and his all the strategies are there

from being a Yoga guru to brand ambassador, the brand will never go to slowdown.

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Table 1: Correlation analysis

	Gender	Occupation	family income	Experience	Health Benefit	Quality	Swadeshi	Price	Brand Image	Packaging	Advertisement	Availability
Age	0.24* (0.0024)	-0.02 (0.7563)	0.0802 (0.3291)	-0.07 (0.3460)	-0.074 (0.3659)	-0.017 (0.8333)	0.0653 (0.4266)	0.03 (0.6563)	-0.082 (0.3147)	-0.1204 (0.1421)	-0.0224 (0.7853)	0.0289 (0.7255)
Gender		-0.38* (.0001)	-0.0669 (0.4156)	0.0882 (0.2827)	0.0776 (0.3448)	-0.0845 (0.3035)	-0.1969* (0.0157)	0.12 (0.1372)	0.1305 (0.1113)	-0.0544 (0.5079)	0.0409 (0.6184)	0.1288 (0.1161)
Occupation			-0.1025 (0.2119)	-0.0019 (0.9810)	0.0119 (0.8845)	0.0918 (0.2635)	0.2073* (0.0109)	-0.24* (0.0024)	-0.0749 (0.3621)	-0.0395 (0.6306)	-0.2016* (0.0133)	-0.0501 (0.5420)
family income				-0.1441 (0.0784)	0.0610 (0.4580)	-0.1119 (0.1724)	-0.1117 (0.1735)	0.0497 (0.5457)	-0.0026 (0.9746)	-0.1514 (0.0643)	0.0785 (0.3390)	-0.1137 (0.1657)
Experience					-0.0911 (0.2671)	0.2100* (0.0099)	0.0518 (0.5285)	-0.0459 (0.5767)	0.1020 (0.2139)	0.2635* (0.0011)	-0.0718 (0.3823)	-0.0823 (0.3162)
Health Benefit						-0.02 (0.7401)	-0.0392 (0.6334)	0.0129 (0.8753)	0.1513 (0.0645)	-0.1046 (0.2025)	-0.1150 (0.1608)	-0.0339 (0.6798)
Quality							0.1825* (0.0254)	-0.20* (0.0134)	0.0849 (0.3014)	0.0778 (0.3437)	0.0102 (0.9012)	-0.0125 (0.8787)
Swadeshi								-0.0304 (0.7118)	0.0266 (0.7456)	-0.0479 (0.5601)	-0.0888 (0.2793)	-0.0535 (0.5153)
Price									-0.0764 (0.3524)	-0.0777 (0.3442)	-0.0574 (0.4849)	-0.0812 (0.3226)
Brand Image										0.0301 (0.7138)	0.0851 (0.3004)	0.0456 (0.5794)
Packaging											-0.0606 (0.4612)	0.0916 (0.2648)
Advertisement												-0.0772 (0.3471)



Fig. 1: Location of study area

[MS received : August 23 , 2019]

[MS accepted : September 19, 2019]