

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis

Buying Behavior

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Eng. Hansal Shah

Economics Policy and Administration
Business Administration

Thesis title

Buying Behavior

Objectives of thesis

The diploma thesis aims to analyze relevant secondary data on buying behavior. This analysis will be combined with original primary reconnaissance aiming to provide practical recommendation leading to improve concrete brand performance.

Methodology

“Literature Review” part will be elaborated based on relevant secondary data analysis and synthesis.

“Analysis” part will result from relevant secondary data and original primary reconnaissance combination.

Recommended structure:

1. Introduction
2. Goals and Methodology
3. Literature Review
4. Analysis
5. Results and Discussion
6. Conclusions
7. References
8. Appendices

The proposed extent of the thesis

60 – 80 pages

Keywords

marketing management, buying behavior, consumer, brand performance, marketing research

Recommended information sources

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Declaration

I declare that I have worked on my diploma thesis titled “**A Study on Buying behavior of Consumers towards Patanjali Products**” by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break the copyrights of any other person.

In Prague on 31st March 2021

HANSAL SHAH

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Buying behavior

ABSTRACT

In In a country like India, with the increasing importance of Yoga and with the presence of various herbal brands and products, people are becoming more and more conscious towards leading a healthy life and their emphasis on herbal and ayurvedic products have increased a lot, which gives a way to different brands to tap the potential of such market. Increased yoga and usage of herbal products is causing social revolution. Patanjali, as a result has emerged as one of the leading brand in the market, it is setup with an aim of spreading awareness regarding swadeshi products. With the availability of wide variety of herbal and ayurvedic products in the Indian market the uncertainty of purchase or non-purchase of a product exists unless many of them accept the decision. Thus in order to achieve success in a country like India various factors needs to be considered while studying consumer choices. Thus the main objective of the study is to examine the consumer buying behavior towards Patanjali products in the state of Gujarat. Quality and Benefits derived from the product are the major factors affecting the purchase decision of the consumer pertaining to a certain product. Besides these two significant factors there are several other factors which influence the consumer decision to buy Patanjali products, the study tries to highlight these important factors. For the purpose of accomplishment of goals, the study is divided into two sections. The first section deals with the formulation of goals, backed by a strong literature review to give this study accurate supporting facts. The second section of the study deals with the collection of primary data with the help of questionnaire collected from 100 respondents randomly selected based on the convenience of the researcher and their analysis with suggestions and recommendations of the study.

Keywords: Consumer Buying Behavior, Consumer choices, FMCG, Patanjali products, Herbal Products, Healthy Lifestyle, Role of Personal Factors

Nákupní chování

ABSTRAKT

V zemi, jako je Indie, s rostoucím významem jógy a přítomností různých bylinných značek a produktů si lidé stále více uvědomují, jak vést zdravý život, a jejich důraz na bylinné a ajurvédské produkty se hodně zvýšil, což dává způsob, jak různé značky využít potenciál takového trhu. Zvýšená jóga a používání bylinných produktů způsobuje sociální revoluci. Patanjali, jako výsledek se ukázal jako jedna z předních značek na trhu, je nastaven s cílem šířit povědomí o produktech swadeshi. S dostupností široké škály bylinných a ajurvédských produktů na indickém trhu existuje nejistota ohledně nákupu nebo nekoupení produktu, pokud mnoho z nich rozhodnutí nepřijme. Aby bylo možné dosáhnout úspěchu v zemi, jako je Indie, je třeba při studiu volby spotřebitele vzít v úvahu různé faktory. Hlavním cílem studie je tedy prozkoumat chování spotřebitele při nákupu produktů Patanjali ve státě Gudžarát. Kvalita a výhody plynoucí z produktu jsou hlavními faktory, které ovlivňují nákupní rozhodnutí spotřebitele týkající se určitého produktu. Kromě těchto dvou významných faktorů existuje několik dalších faktorů, které ovlivňují rozhodnutí spotřebitele koupit produkty Patanjali, studie se snaží tyto důležité faktory zdůraznit. Pro účely dosažení cílů je studie rozdělena do dvou částí. První část se zabývá formulací cílů, podloženou důkladným přehledem literatury, která této studii poskytne přesná podpůrná fakta. Druhá část studie se zabývá sběrem primárních dat pomocí dotazníku shromážděného od 100 respondentů náhodně vybraných na základě pohodlí výzkumného pracovníka a jejich analýzy s návrhy a doporučeními studie.

Klíčová slova: Chování spotřebitele při nákupu, spotřebitelské volby, FMCG, produkty Patanjali, bylinné produkty, zdravý životní styl, role osobních faktorů

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1 Introduction

The current study has sought to identify the key factors that make consumers prefer products of the Patanjali brand to others. Without the awareness of consumer behavior, the organization cannot function efficiently in a market where rival firms are manufacturing good with significant degree of similarity. Awareness of consumer buying behavior will help the brand to successfully map out and create marketing tools which can lead to increase in consumer trust and loyalty towards a brand.

The entire study is divided into two parts. The first part of the study highlights the goals of the study to be accomplished by the research work accompanied by the exhibiting literature review relevant to the study. The review of literature includes different sub-sections examining the demand for Patanjali products, purchasing habits of consumers for FMCG products, SWOT analysis of Patanjali Ayurveda Limited, factors affecting consumer buying behavior, and the role of various factors like demographics of consumers and products characteristics such as price, quality, natural product, and brand image. The second part of the study presents the practical part i.e. the interpretation of the data collected from the respondents of Gujarat region. These interpretations helped in generating findings and suggestions for the research topic.

In order to analyse the buying behavior of the consumer a questionnaire is framed and is used for the survey purpose to evaluate about the consumer demographics, experiences, their reason behind buying, satisfaction and brand loyalty with Patanjali products. A sample size of 100 respondents is randomly selected as per researcher's convenience from the state of Gujarat in India. As competition in Ayurvedic and herbal product is constantly growing, the need for this research study is very important. The current situation is such that in order to compete with Patanjali rivals are coming up with various sales promotion techniques and incentives.

2 Goals and Methodology

Research Goal

The Goal of the study gives a clear overview of what the research is attempting to do. They outline the milestones that the researcher needs to accomplish through the study as well as provide guidance for the analysis. The research goal must be attainable, i.e. it must be presented in the light of the time available, the facilities needed for research and other resources. The present research aims to fulfil the below mentioned goals.

The main aim of the study is to understand the buying behavior of the consumer while purchasing the Patanjali products. Further the study will highlight the various factors which are important to influence the buying behavior of the consumer which are mentioned as to evaluate consumer buying behavior in the basis of demographic factors such as gender, age, Income and their relationship status, for the analyse the influence of price on consumer's buying behavior and also to analyse the influence of brand endorsement on consumer's buying behavior. Moreover examine the influence of social factors on the buying behavior of the consumer's. Then for the find out the most preferred product of the Patanjali Brand which will help to examine the influence of promotional schemes in making consumer switch for different brand and understand the satisfaction level of the consumer towards Patanjali products.

Research Methodology

The present research study is descriptive in nature. In order to gain insights on the buying behavior of the consumers' in relation to Patanjali products, the study is divided into two parts where the first part of the literature review highlights the secondary data collected for the entire nation presented under various sections. Researcher has collected secondary data from the published research papers, government websites, reports, publications, journals, etc.

The second part of the study discusses about the primary data collected with the help of the questionnaire from 100 respondents of the Gujarat State of India. The questionnaire

includes different types of questions based on likert scale, close ended questions , open ended questions multiple choice question utilizing the best techniques for accurate measurements of the responses given by the respondents of the survey. Responses are collected by making questionnaire available online through various social networking platforms. The study has been limited to Gujarat Region only taking into consideration the limitation of resources as well as the ongoing situation of Covid-19 Pandemic worldwide.

3 Literature Review

3.1 Who is a consumer

“Consumers” are people who have preferences as well as dislikes. When a group of people within a particular organization encounter a process or another about a product, facility, company, customer, place, or object in another manner, this is known as a comprehensive buyer approach, which may affect the sale of a specific entity, good, or business in a beneficial or unfavorable way. Sellers fail to persuade buyers' approaches, and finding the current strategy is the first step in changing it as required.

3.1.1 Consumer Behaviour (Consumer Behavior, 2021)

The "consumer conduct or customer behavior" refers in conjunction with the buyer's responsive, psychological and behavioral responses, and the activities related by purchase, use, clearance and clearance of goods, and equipment, as well as all the actions linked to the buyer. In the 1940s and 50s, the buyer's 'action' was established as a distinct part of a topic in the area of 'marketing.

The examination of the reactivity of the buyer is linked to each purchase decision prior to the purchase behavior following purchase of the use, evaluation and discharge activities. Moreover, consumer behavior in purchasing processes as well as use measures consisting of product developers and judgement are both precisely and indirectly linked through each person involved.

3.1.2 Consumer Awareness (Consumer awareness, 2020)

Consumer knowledge is a necessity in today's world. Without a question, advertisements inspire us to buy a variety of items, but many of them are subpar. As a result, customer education is critical.

In this day and age of privatization and imperialism, the primary goal of any manufacturer is to increase his profits. The producers are trying to increase the profits of their products in every possible way. As a result, in order to meet their goal, the manufacturers ignore the well-being of their customers and begin hurting them. In favor of, for example, overtaking costs, below specified amount, sales of impure as well as inferior property goods, deceiving customers by displaying false advertising, and so on. As a result, in order to be saved from those that deceive, it is important for a customer to be vigilant.

"THE CUSTOMER'S PERCEPTION IS YOUR REALITY." -- KATE ZABRISKIE

3.1.3 Consumer Perception (Consumer awareness, 2018)

Perception is the mechanism by which we become conscious of and attribute importance to events in our world. Our expectations are the way by which we interpret truth. Our understanding of truth is significant because it influences our reactions to different stimuli in the world.

Every day, we are inundated with knowledge. This knowledge is transmitted to us through our sensory organs. Specifically, the eyes, ears, nose, skin, and tongue. Perception is the mechanism by which we choose, coordinate, and perceive knowledge obtained by our senses in order to comprehend our surroundings.

Public perception refers to "the way people view their environment" The definition of Consumer Perception teaches one what consumers think of a brand, business or their offers. It may be constructive or negative, perceived or hampered, predisposed, expected or experienced by the client. The popularity of a brand, commodity or business as a whole is the most critical aspect. Customer interpretation means the procedure by which a customer collects, organizes and interprets content/stimulation information in order to construct a meaningful image of the brand or object. It's a three-stage process that results in substantial information for raw stimuli.

Marketing may also get confusing and nuanced. This is due to the complexity and functioning of the human brain. Customers are thought dynamic, but prefer to converge with some feelings and conducts. A large number of the complex thinking and behavioural behaviors shown by consumers can be incorporated into a term called consumer awareness. The customer's placement of a product or service depends to a significant extent on the picture that the user has produced. The success of a product or service is more determined than its real features or results by what the customer believes about it. For example, where consumers believe that private sector banks' services are stronger than nationalized banks, private banks are more positioned than public sector banks that would have an effect on relatively successful performance.

3.1.4 Dynamics of Consumer Perception (Dynamics of consumer Perception, 2021)

Perceptions are not dynamic, but can be modified and represented in a variety of ways.

1) First Impression

The customer judgement is based in some cases on the first experience without understanding which stimuli are and are not important. Sometimes, it takes longer periods to get the initial impression. Therefore, when a product is introduced, the diverse sensations of the buyers must be properly studied and the importance of creating the first impression must be determined.

2) Product Image

Product description is what users perceive from psychology, knowledge and past experience to see and imagine. Another consideration such as the motivations will affect the product picture, the curiosity when you view the product picture.

3) Physical Appearance of product

Attractive and popular goods draw and affect customers. Therefore, beauty advertisers, soaps etc. use them in advertising and change them as their popularity shifts.

4) Stereotypes

Consumers appear to have different sensations in their minds and meanings. Marketers must assess the awareness and resulting perception of stimulus to assist them with the required promotional strategy.

5) Selective Exposure

Consumers also pick messages that blend in with their thoughts and reject messages from the jungle of ads that complement their preferences. They focus on messages that meet their needs. When a commercial does not appeal to them, they turn off the TV or radio.

6) Past Image of product

Past image is also significant in consumer experience. The image or impression of a product is determined by the experience and information retained in a person's memory as he chooses, interprets, and judges a product based on those stored images, which may or may not be right. He makes no attempts to collect new knowledge.

3.2 Factors Influencing Consumer Perception

1) Corporate Image

The brand or credibility of a business affects customer opinion. Customers' relative value would rise if a firm has a positive reputation in the industry.

2) Unique product features and design

The innovative characteristics and design of the product have a strategic edge in the industry. For example, Harley Davidson motorcycles and Rolex watches have distinct features and designs that set them apart from the competition.

3) Packaging

Product packaging has a major impact on customer opinion of products. Some labels, such as French perfumes, have distinctive packaging that immediately draws the attention of consumers.

4) Brand Name Awareness

A prospective buyer's brand recognition is an ability to identify or remember that a brand belongs to one group of products. Sometimes buyers purchase a famous mark. A brand's familiarity enhances the reliability in shoppers' minds. This will choose a proven brand through an unfamiliar brand.

5) Price

The price of the commodity can generate an understanding of the customer. Customers with a lower pricing sensitivity may have a better view of the commodity. Non-price sensitive consumers may still have a favorable view of the product, even though they are satisfied with other brand qualities.

3.2.1 Strategies to Improve Customer Perception

Look inward

Companies should make sure that the operation is not more value than consumers. The principal challenge is for the firms themselves to boost the understanding and approach of their clients. Protocols against individuals are an inhibit to consumer transactions, so businesses can analyze their strategy and maximize customer contact and concentrate on right solutions for issues.

Lean on positive language

Positive feelings will alter the way people see situations and help them accept new opportunities, according to positivity scientists. These optimistic feelings need not be hidden in a corporate setting. Continuous relationships with consumers create a sense of loyalty among goods and service providers.

Consistency

Any practice that involves customer engagement must be versatile and inclusive of how businesses expect consumers to experience their brand in order to create positive customer understanding. This can be achieved by defining core operating principles that serve as the framework for all brand experiences. Integrity, respect, and consumer attention can all be embedded in the company's culture.

Filling skill gaps

Customers must be viewed as individuals, not only as sources of revenue. Providers of goods and services must know when to start constructive dialogue and what to do if they don't have a response to a question or a challenge. Proper preparation and determination are expected to learn this strategy in order to build the requisite skills to fill the skills gap.

Consumer Attitude

"Consumers" are people who both enjoy and hate it. When a group of individuals within a particular company encounter a process or another about a product, facility, enterprise, person, place, or object in another manner, this is known as a comprehensive buyer approach, which may affect the sale of a specific individual, good, or business in a beneficial or unfavorable way. Sellers fail to persuade buyers' approaches, and finding the current strategy is the first step in changing it as required.

Negative Learned Attitudes

People create viewpoints or methods that start digitally from time of birth. Any methods, predicted by families, are achieved. The influence of an esteemed person could be both intense and protracted. A manufacturer with the new washing powder must have challenges affecting a group of people who have confidence such that Mummy is the most widest used washing powder. In the view of the vendor, such "learned attitudes," since they could disturb accessibility to their items, are disruptive powers. While the greatest work of the manufacturer is, here it must be weak, therefore, to discourage the trust

Positive Learned Attitudes

Customer's permit to dealers is the normal customer who has persuaded "learned attitudes." The customer can display his loyalty and buy it over and over and over again and help goods and other facilities that might disapprove. The advertisers get rejection by the individual from whom they know of the prospect or attitude as an unfavorable sign. The more respect the customer takes the owner with the first opinion, the more likely the consumer is to have in mind a decent otherwise facility.

Negative Experience Attitudes

Most points of view of the consumer are based on the practice of products and equipment. Anyone with a disagreeable practice through mobile phones must not be tempted to buy cellphones of this sort once again; the worth is not significant. Buyers will simplify the unfavorable perception of the whole spectrum of goods and services, otherwise also in businesses. People who consume real foods need to have a depressing outlook of unnatural foods.

Similarly, anyone who becomes ill as a result of drinking so many cold drinks, such as a child, would believe that any cold drink is bad. Unfavorable practices have a negative effect Influence the buyer's points of view.

Positive Experience Attitudes

Sellers benefit from advantageous activities. Receiving ten years from a single bike production probability would produce the potential bike purchased from a similar brand. Favorable experience raises the likelihood of a favorable response. Seller's effort to produce realistic insights that are as possible as inspired probable.

Customer relationship management

"CRM databases" have created an essential method to investigate the buyer's response. The extensive knowledge provided by these software includes a detailed evaluation of behavioral elements that help shoppers to purchase again, maintain their buyers, pledge and other behavioral wishes, such as willingness to offer promoting references. This software also aid in division of markets, particularly behavioral divisions, which can help to create highly segmented, customized strategies with a dialog base, such as devotional divisions.

Supply Chain of Patanjali

Product, information, and cash flow are the three components of a company's "supply chain." The "Patanjali" Corporation has recently concluded an agreement with the "Future Group" to market their products. They, too, sell their wares from personal retail shops located in virtually every region/city throughout the world. Any retail shop is expected to give their orders to the head office in "Haridwar." Following that, a range of items are obtained from various units of the business based on the need. The goods are primarily delivered to the outlets through "Patanjali" transportation.

Patanjali Supply Chain

Farmer → Producer → Consumer

Patanjali's Sales and Distribution

The company "Patanjali" offers an online return offer and can also be purchased via mail by submitting the money or values via a request draft.. Herbal goods of the company are available in the countryside at "post offices." The Patanjali also has in just about all the cities of the world "Patanjali Chikatsalayas" and "Patanjali Arogya Kendra." In order to reinforce "Patanjali" distribution, "ERP" is also introduced, to allow the company to operate the stock. "Patanjali" items are now also available online.

Patanjali's Research and Development capability

The "Patanjali" Research and Development base possesses all of the highly developed skills and equipment needed for analyzing the yield. "Patanjali" also has a separate Research and Development component for each of its building points. "Patanjali" has an outstanding core Research and Development service as well.

Important Philosophy For Growth

Patanjali Ayurved Limited is an organized company registered under the Companies Act. Nonetheless, a business body, its functioning, and ideology are never entirely distinguishable from an ideal organization environment. Instead of focusing on profitability, the company is focusing on future growth. Their business theory is supported by "Swami Ramdev's" philosophy for connecting with all living beings by "Patanjali," which will help the buyers as well as be present in all market divisions, at which point the buyers feel that they can purchase any superior item at a lower cost. The company does operations by having the following three considerations in mind.

- 1) Allowing excellent products to customers to stress that the company does not change or as likely to use herbal components.
- 2) Production of products in the most helpful way to make yields highly unbiased.
- 3) Any benefit accrued by the company is invested in the company to allow the company to carry the new products, cost control and further capacity growth.

'Patanjali' would not start something that is deleterious to customers' well-being as well as destructive to consumers' fitness expectations. As a result, the company would not hack into products that are harmful to one's health, such as "tobacco" and "liquor."

3.3 INTRODUCTION OF FMCG

Fast moving consumer goods are quickly and cheaply selling goods. Each one in everyday life, whatever is the consequence of strong market insistence or because the products escalate rapidly, are tiny in the life of fast moving consumer goods. Products with low validity are available. Without your place, the FMCG is finished. The FMCG goods have a very small margin. Yet they typically sell huge volumes of goods back then. These goods are a successful lower-margin profit business. The length of these commodities used every day is very limited.

If they are not used fast, their time will come to an end. At the end of the time the content of these items is withdrawn. These drugs can be available on the market in 2 to 3 days, which is why they are FMCG. Specimens of integrated, non-long-term items, such as soft drinks, toiletries and foodstuffs, are such that FMCG products have a fast grid sales turnaround at very low cost, without much time or effort.

FMCG goods have poor gross margins per unit. However, the number of items sold is somewhat different. Benefit then means the amount of products sold in a rapidly traveling consumer goods. FMCG products are products purchased by ordinary customers every day, FMCG products are used for days, weeks or months in a limited period of time and within a single year. FMCG, also known as consumer packaged food, is a fast-sales product with a relativ low cost, although the absolute benefit from FMCG products is comparatively limited.

A FMCG product has a limited shelf life, but it deteriorates easily due to the high demand for FMCG products. Some FMCG products compose primarily of beef, fruits and vegetables, milk and baked products. There are attrition rates of other goods like alcohol and laundry.

Any of the FMCG materials are such that their use is then not diluted. They have a brief period of time in which the FMCG is constantly developing in this field without interruption, despite the fact that the margins on FMCG goods are very poor, but since these products are marketed in vast volumes, they are earning cumulative gains. FMCG is a profitable company with poor profit margins.

The FMCG business is a big and vital part of virtually every economy around the world, and it is one of the most productive sectors on the planet. It comprises a vast variety of items used every day by the customer and also frequently purchased. These goods are bought in limited quantities by consumers according to consumer or family needs. Product prices or rates are not very high. Those are also short-term products, and may include non-perishable, robust and non-sustainable products. The FMCG example usually consists of a large range of easily bought products.

This division includes food delivery processing, health beverage production, baking goods, mineral water and packed drinking water, and ice-covered items. Given the low price of the FMCG goods and the fact that many businesses and corporations have had very poor consequences for the world's finance structure, problems have been complicated for many enterprises because of the expense of development of FMCG and others in the market, as they will draw customers to their products.

The most significant explanation for this was that consumers were pressured to purchase inexpensive brands due to the recession to save money, so it was critical to retain FMCG businesses excellent to less benefit than some compare to profit. The Indian fast moving consumer goods (FMCG) sector is the fourth largest in the country. Food and drinks account for 19% of the sector's revenue, healthcare accounts for 31%, and household and personal care accounts for the remaining 50%.

FMCG MARKET SEGMENTATION

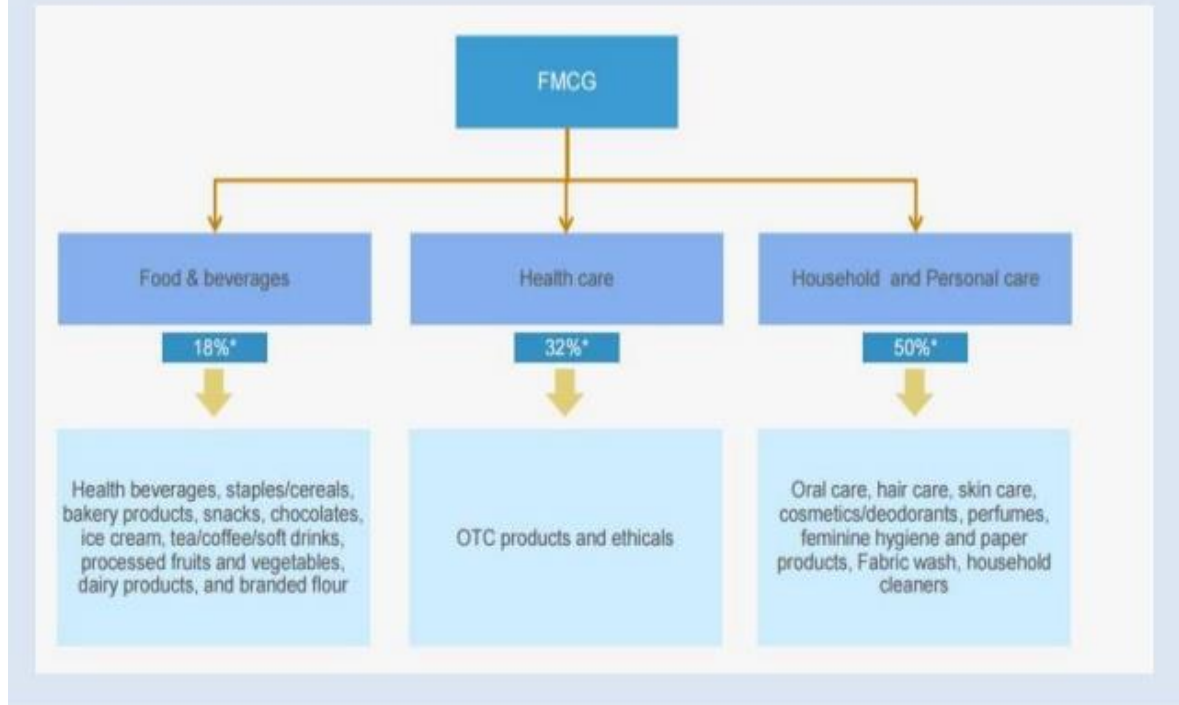


figure 3. 1 FMCG Market Segment

Source: slideshare.net

FMCG COMPANIES PRODUCTS

FOOD & BEVERAGES

In India, because of the needs of medium-scale local families, the largest contribution of foods & drinks on the FAST MOVING CONSUMER (FMCG) market is that. Due to the fact that these goods are designed to suit everyone's needs, the FMCG market has developed considerably over the past few years. Food and drinks is the second largest FMCG producer in India and China is the first FMCG sector. For the multiple income classes of the food and beverage markets, some firms propose introducing separate goods at varying costs.

HEALTH CARE PRODUCTS

OTC medicines and tobacco goods included in FMCG products that had assessed promoting industry divisions up 20 percent in 2017.

HOUSEHOLD & PERSONAL CARE PRODUCTS

Synthetic detergent, washing power, cleaners, bathroom cleaning, refreshers, insecticide and mosquito repellents, polished metal and shine appliances, hair care, personal washing (soaps), deodorants, fragrances, women's grooming, paper goods, etc. The other segment on the aggregate sector is domestic and personal care 50%.

3.4 FEATURES OF THE FMCG INDUSTRY

Distribution Network

Owing to the fragmented nature of the Indian retailing sector and infrastructure challenges, FMCG companies have no alternative but to invest in large distribution networks in order to reach the optimal degree of penetration in their target regional markets. Distribution networks take time to develop, but once connected, they may have significant strategic advantages over rivals.

High initial launch cost

New products necessitate a significant initial investment in product growth, market testing, test promotion, and launch. Creating public recognition and creating a license for a new brand necessitates a substantial upfront investment in ads, free sample delivery, and product promotions. In the first year, launch costs will range from 50 to 100 percent of sales.

Contract manufacturing

Although FMCG businesses must focus on brand creation, product growth, and distribution network development, they must also produce goods with higher margins and lower costs. Larger corporations often outsource their manufacturing needs to third-party suppliers. The small-scale industry produces a variety of goods.

Large Unorganized sector

The unorganized market, which is present in most FMCG product segments, presents a significant threat to the industry's larger players. Small businesses in this field have taken advantage of their geographic advantages and geographical footprint to branch out to rural

regions where big consumer goods are scarce. Small businesses have a low cost base, which is a plus.

Logistics as an entry barrier

Newcomers to India's FMCG industry face the initial challenge of making their goods available due to a logistical bottleneck. The challenges involved with infrastructure and the restricted mass marketing options available to create a brand are high entry obstacles for new entrants. Furthermore, the FMCG market is structurally unattractive to enter due to the strength of competition from packaged and unbranded products, as well as the influence of retailers.

Low Capital Intensity

The majority of FMCG commodity segments do not necessitate a significant investment in factory, equipment, or other fixed assets. Given the low level of investment in factories, there is little risk of a commodity shortage due to a lack of capacity. In comparison, the firm has a moderate working capital intensity.

Marketing Drive

One of the most significant positions in the FMCG industry is product marketing. This is due to the fact that most FMCG firms must simultaneously reach out to the general public when competing with a number of other participants. Since most of these competitors are selling the same goods or services, the expected discrepancies in the market are higher than the true differences.

Market Research

The understanding of a brand has a significant impact on a consumer's buying choice. Changes in fashion, income, and lifestyle all play a part in the buying decision. FMCG materials, on the other hand, are barely distinguished on a technological or practical level. As a result, market analysis and testing marketing are a must. As a result of the increased rivalry, businesses are investing vast sums of money in new releases.

Small value products

The importance of individual FMCG goods is negligible. However, all FMCG items alone account for a large portion of a person's monthly spending. In a month, a customer could buy biscuits, toothpaste, shampoo, food, and other products. Despite the fact that one of these goods is not particularly costly, the overall expense of both of these things accounts for about 97 percent of a consumer's monthly budget.

Frequent Purchase

A customer prefers to buy FMCG goods on a daily basis and anytime he needs them. The explanation for this is that most goods are perishable and non-durable, and so a customer consumes them when and when the need arises.

Quick buying decisions

When it comes to purchasing an FMCG product, a customer does not take his or her time.

3.5 Reasons why Patanjali Products are loved by the Consumers

Patanjali's meteoric growth as a brand has astounded everybody. Consumer trust continues to be a major element in its success story. Not only are its consumers loyal to Patanjali brands, but many of them also serve as brand ambassadors for Patanjali. Here are the top six reasons why Patanjali products are so popular with customers.

Superior Perceived Quality

Customers agree that the perceived consistency of most Patanjali goods that are driving market growth (namely, Ghee, Chavanprash, Toothpaste, and Shampoo) is superior. It's the classic trial-conversion model: if a customer encounters these goods (either on advice or on their own), the rest of them become faithful to them.

Price Advantage

Traditionally, the Indian market has been price responsive, whether in FMCG, cars, real estate, or some other business. Patanjali brands provide price leadership with high perceived

quality, presenting themselves as a winning formula in which customers get a product with high perceived quality at a lower price than competitors.

Brand Truthfulness

Previously, when a customer purchased a "Herbal" substance, such as a shampoo, he discovered it to be a mixture of chemicals such as Silica and Sodium Lauryl Sulphate (SLS) to which a natural extract such as neem or henna was applied. Patanjali shampoo ingredient list, on the other hand, is 99 percent herbs, including well-known Indian herbs like Reetha and Shikakai, which are part of Indian haircare traditional wisdom. As a result, customers regard Patanjali as a more trustworthy brand than others.

Strong Distribution Network

Patanjali fills the difference between the desire to purchase and the real sales process by thousands of dedicated retailers across India - even in the small cities. Locals and strong Patanjali food fans are most of the retailers. When the consumer reaches to buy any goods and sells other items with confidence by the vendor, the maximum conversion is made to Patanjali product portfolio. This trust/conviction has contributed mostly to customer loyalty.

Trusted Brand Ambassador

Patanjali has a very persuasive brand ambassador in Baba Ramdev. He has been known to lead Yoga in India with camps and TV channels such as Aastha in the last decade or so. So, he had his own loyal admirers, many of them early buyers, dealers/retailers/proponents of Patanjali products throughout the world. Furthermore, Swadeshi/Statehood sentiments and you take a brand picture for the consumer in a different context.

Brand Trust

Finally, and most significantly, Patanjali customers have built an unshakeable faith in the products they use as a result of the factors mentioned above. Confidence in the company has grown over time as a result of favorable product reviews. This confidence has made many Patanjali customers into brand propagandists. The positive word of mouth of happy customers appears to be driving the growth of Patanjali brands.

The upward tale of FMCG appears to be focused mostly on content buyers and is thus entirely separate from other FMCG firms. It will be interesting to see how the competitors react to the juggernaut that Patanjali has become.

3.6 Consumer Buying Behavior for FMCG products

As per the report of IBEF, in Indian economy the fourth largest sector is the FMCG sector which includes three main segments food and beverages segment account for 19%, healthcare segment account for 31% and household and personal segment accounting for the remaining 50% of share. Increased awareness of organic products, demand for better lifestyle and with the improvement in technology leading to ease in access to the market the consumer market is growing at a faster pace. Rural demand has grown, with increased income and higher aspirations being combined. Branded goods in rural India are increasingly demanded. The rural FMCG demand in India will rise by 220 billion dollars by 2025 from 23.6 billion dollars in FY18. (IBEF, 2021)

FMCG products are those that get supplanted within a year. Items which have a speedy turnover, and generally minimal cost are known as Fast Moving Consumer Goods. Instances of FMCG by and large incorporate a wide scope of much of the time bought customer items like toiletries, cleanser, beautifiers, tooth cleaning items, shaving items and cleansers. It also includes other non-durables like bulbs, batteries, paper items and plastic merchandise. FMCG may likewise incorporate drugs, buyer hardware, bundled food items, soda, pops, tissue paper & chocolate bars. Subsets of FMCGs are Fast moving consumer electronics which incorporates creative electronic items, for example, cell phone, mp3 players, computerized cameras, GPS framework and laptops. As per the report by IBEF, it is expected that packed food market in India will double to US\$ 70 Billion by the year 2025 (IBEF, n.d.).

In the marketing of FMCG products, consumer behavior is crucial. Several factors influence this behavior. Consumer expectations and desires change over time in

today's globalised world. The fast moving consumer goods industry makes a significant contribution to development in India's Gross Domestic Product. As a result, it is critical to track shifts in the consumer purchasing behavior when it comes to marketing of FMCG products. The difference between organizations that succeed and those that fail is usually due to a clear understanding of the customer. Comprehension of shoppers by the organizations will allow the management to make strong business decisions that increase revenue, lower customer acquiring cost, and increase customer maintenance and benefits. The customer's behavior reveals the external and internal effects of buyers and demonstrates how organizations marketing activities affect purchasers in their decision making. Because of the major position of consumers in modern marketing, advertisers must become more customer-centric rather than commodity- or producer-centric (Ali, Ilyas and Rehman, 2016).

- 1) Internal as well as external factors both have influence on consumer behavior and their decision making. Social factors as a part of external factors, while psychological and personal factors as a part of internal factor influence consumer behavior (Lejniece, 2011).
- 2) Belch and Belch described consumer behavior as the processes and acts by which people browse for, use, choose, purchase, evaluate, and dispose of services and products in order to meet their needs and desires. (Belch & Belch, 2007).
- 3) (Stávková et al., 2008) in their study found that perceived quality and characteristics of the products are the most important factors which influence the buying behavior of the consumer while making a purchase.
- 4) (Hervé and Mullet, 2009) in their study concluded that low price, suitability and durability are the main factors considered while making a purchase of clothing item. Where low price is the important factor considered by the younger participants, for older participants it is suitability and durability for the eldest participants.
- 5) (Furaiji, Łatuszyńska and Wawrzyniak, 2012) conducted a study to determine the factors affecting the preferences and behavior of the consumers in the electric market appliances in Iraq. Data for the study is collected from Basra city in southern Iraq with the help of a questionnaire. The findings of the study revealed that social factors, physical factors and marketing mix variables have a strong influence on consumer behavior in electric market appliances in Iraq.

- 6) (Singh and Verma, 2017) in their research study provides a more comprehensive picture of the attitude of the consumers, their purchasing intentions and their actual buying behaviour towards organic goods. The study concluded that the four factors alongwith one additional factor are influencing the purchasing intention of organic foods and these five factors are health consciousness, availability, knowledge, price and subjective norms.
- 7) (Lautiainen, 2015) conducted a research studying the buying behavior in selection of coffee brand. The study applied quantitative research method. It concluded that social, personal and psychological factors have an effect while making a selection of coffee brand by a consumer.
- 8) (Krishna, 2011) in their research paper seeks to explain and recognize significant factors shaping customer shopping behavior in relation to private label clothes. Many internal variables such as demographics, attitude and way of life and many other factors influence users when buying clothing. Consumers are primarily influenced by Many external factors, such as brand name, price, style and cost, when shopping for private label clothing companies.

3.7 Consumer's Product Switching Behavior

In this age of heated competition, every company is competing for a larger share of the market. In today's global and developing markets, the business competition is not just about price, but also about customer satisfaction, customers attraction, loyalty, and relationships. Companies are acutely aware of the importance of consumer loyalty. Customers and investors have been essential to the domain of any operation undertaken by companies in this regard.

The use of various marketing advertising tactics has been described as an important method for raising customer awareness. The use of celebrities to promote a specific brand is a prominent marketing strategy. One of the considerations that strongly affects the product buyer is celebrity affiliation. Advertising combined with the presence of a well-known star encourages and increases awareness of the goods in the eyes of prospective consumers, and it also has a significant impact on product sales. Without a doubt, most companies today

invest a large amount of money on publicity messages in order to sell their goods and services. The question then becomes, which channel do we use to reach out to the market: newspapers, social media networks, advertisements, leaflets, or TV commercials?

- 1) The impact of television (TV) ads are particularly strong in developed countries where the vast majority of the population lives in rural areas. In these regions, television advertising increases the degree of familiarity of certain brands, and people continue to purchase them. (Bishnoi and Sharma, 2009).
- 2) (Malik et al., 2013) in their study examined that Brand image and advertising play a vital role in boosting any business success, as brand awareness is an implicit weapon that can positively affect people's purchasing habits, and advertising acts as a guiding force for any business, as it is a powerful source to communicate the message and remain in the customer's mind. Study was carried out in Gujranwala city with the help of questionnaires and 175 response were collected. The study concluded that brand image plays a major role in affecting people's behavior.
- 3) (Hassan, 2015) in their study aimed at analyzing the impact of TV commercials on the purchasing behavior of the consumer's belonging from rural and urban background. The study is based on 302 responses collected from the general public with the help of questionnaire. It was concluded that TV commercials have a greater influence on rural consumers as compared to urban consumers. Females are more influenced by television advertising than their male counterparts when making purchases. The study also showed that when all gender categories and residents see a commercial for a product that they are either using or owning, they feel good.
- 4) In order for indirect knowledge to have a major effect on the consumer's view, it seems that selecting an endorser who is well-liked by customers and who is considered to have qualities that complement the product's attributes is important. Consumers would be less affected by mismatched endorsers or endorsers who are not well-liked (Prasad, 2013).
- 5) (Al-Dmour, Zu'bi and Kakeesh, 2013) carried out the study with the help of questionnaire from 1930 respondents out of which 1492 responses were received and used for analysis purpose. The impact of service marketing mix elements (service nature, price, location, promotion, physical proof, individuals, and process) on customer-based brand equity among mobile telecommunication service recipients in Jordan was investigated. The findings show that the components of the services

marketing mix have a statistically important association with brand recognition, brand appearance, perceived efficiency, and brand loyalty.

- 6) (Rajh and Došen, 2009) investigated the impact of different marketing mix components on service brand equity. This work is most useful for its reports about how different elements have different impacts on service brand equity, as well as for highlighting how necessary it is to address service brand growth strategically. The results show how necessary it is to build service brands strategically in order to create brand equity services with the main long-term goals.

3.7.1 Elements of Perception

1) Sensation

Our sensory receptors respond immediately.

To specific stimuli through the eyes, ears, nose, mouth, and fingers

Light, color, smell, odor, and texture are some examples.

Advertisements, corporate names, commercials, and product packaging

Depending on the individual's sensitivity

2) Absolute threshold

The lowest degree at which a person can feel a feeling.

The point that distinguishes between "something" and "nothing."

Example: The absolute threshold for a driver on the highway to note a billboard.

Adaptation is the process of becoming accustomed to a particular stimulus.

3) Differential threshold

The smallest discernible distinction between two identical stimuli (just noticeable difference).

It is not an absolute distinction.

It is a monetary value proportional to the force of the first stimulus.

The greater the initial stimulation amplitude, the greater the additional intensity required for the second stimulus to be perceived as distinct.

3.7.2 Purchase Decision

- 1) A purchasing decision is an assessment phase in which customer expectations for the brand are developed. The intent of the purchase is also determined by the consumer
- 2) At this point (Setiadi, 2003). The purchasing decision is described as a Kotler and Armstrong (2014)
- 3) The decision-making stage of the consumer, in which an individual agrees to buy the product. Kotler and Armstrong (2014) subsequently clarified that a buying decision is
- 4) The decision to buy a brand. Djatmiko and Pradana (2015) have also mentioned that
- 5) The decision-making process for buying is the stage in which customers ultimately buy the commodity.

3.8 Formation of Belief, Attitude, and Behavior

By direct means

- 1) Corresponds to the decision-making and cognitive development perspectives. This is related to the experiential perspective.
- 2) Positive classical conditioning/associative training
- 3) A jingle is used to bind effect to an item.
- 4) Simply introducing yourself to a stimulus on a daily basis is referred to as simply exposing yourself.
- 5) Enhances one's love for it
- 6) Environmental considerations
- 7) Cafes, for example, are examples of physical space architecture.

Decision-making Hierarchies

High involvement: beliefs → attitudes → behaviour

Low involvement: beliefs → behaviour → attitudes

Experiential hierarchy: Affect → behaviour → beliefs

Behavioural influence hierarchy: Behaviour → beliefs → affect

Changing beliefs

Comparative advertising Example: Sugar Free, Saffola oil (less cholesterol)

Changing attribute importance: Identification of new, improved attributes

Example: Washing powders, soaps

Changing ideal points

Changing Ideal Attitude of Consumer

Changing customers' perceptions of what the ideal commodity should look like.

It is considerably more complicated than any other.

Approach to influencing customers,

Attitudes against the brand and the product

3.8.1 E-consumer behaviour

This advancement has created a new way of buying, which is an innovation for customers. An invention is a concept, process, or entity which a person perceives as new (Rogers, 1995). Rogers (1995) is considered to be the key driving force behind modern technologies in five dimensions, relative gain, difficulty, compatibility, observability and testability. This study examined whether, as proposed by Rogers, the proposed dimensions are among the motivating forces for market acceptance of Internet shopping in the india.

This research examines the aspects of the adoption of services and their significance for the services industry; an industry heavily powered by ICT where intangible and abstract goods can be tangible digitally. The aim is to explore drivers who contribute to the acceptance of e-shopping by customers. In addition, the study aims to assess the different degrees of relevance of these drivers to the use of e-shopping by users.

3.9 The major factors that influence consumer buyer behavior

Various considerations are involved in the process of buying the consumer, but only a handful of us propose here. They do not lead to a transaction taken separately. When mixed in a range of variations, the probability of someone interacting with a brand and making a purchase rises. Four variables affecting the actions of consumers are:

- 1) Cultural Factors - The ethnicity of a citizen is not necessarily the definition of culture. Their associations, religious views or even their position may also characterize the case.
- 2) Social Influences - Elements that affect the way they view goods in the world of an individual.
- 3) Specific considerations - could involve age, matrimonial position, expenditure, personal convictions, beliefs

3.9.1 Customer behavior patterns

- 1) Place of purchase: In certain cases, except though both goods are in the same shop, clients will splits up their orders between multiple shops. Think of your local hypermarket: even though there are still clothes and accessories, you usually buy them from real clothes labels. If a customer has the capacity and the access in various shops to buy the same goods it would not be faithful to either store indefinitely except where it is the only store to which it has access. The consumer behaviour analysis will assist retailers in recognizing main shops.
- 2) Items purchased: Analyzing a shopping cart will provide advertisers with certain insights into the goods that were bought and the quantity of each item. Necessity

products are most likely to be obtained in bulk and luxury goods less often and in small amounts. The quantity of each good bought is influenced by the destructiveness of the commodity, the buying power of the customer, the distribution unit, the price of the good, etc.

- 3) Time and frequency of purchase: Customers go shopping as they can and expect service at peculiar hours, especially in the e-commerce age where all is just a few clicks away. It is the duty of the shop to satisfy these requirements by defining a shopping trend and adapting the shopping schedule to its operation. One point to remember is that there must still be account for seasonal fluctuations and geographical disparities.
- 4) Method of purchase: Either a customer enters a shop and buys an item directly there or orders online and pays by credit card or on delivery online. The buying strategy may also stimulate additional consumer purchasing (for online shopping, you might also be charged a shipping fee for example). The way that a client decides to buy an object often tells a lot about the kind of client he is. The collection of facts about their habits of conduct lets you find new ways of making consumers buy higher values more often.

3.10 Types of consumer behavior

- 1) Buying behavior: Such a pattern occurs when buyers purchase a costly, seldom purchased commodity. Until agreeing to high value spending, they are heavily active in the purchasing process and study of customers. Only imagine buying a home or a car; this is a case in point.
- 2) Dissonance-reducing buying behavior: The buyer is heavily interested in the procurement process but has problems determining the brand distinctions. 'Dissonance' can occur if consumers are worried about their decision. Imagine a lawnmower is bought. You pick one depending on the price and comfort of the product, but you'll be asked to check that you made the correct decision after the order.

- 3) **Habitual buying behavior:** The fact that the buyer does not participate as much in the commodity or brand segment is characteristic for normal sales. Imagine shopping for food: head to the supermarket to purchase your favorite form of bread. You show usual patterns, not deep allegiance to the company.
- 4) **Variety seeking behavior:** A buyer buys a new product in this case, not because they were not happy with the last, but because they are looking for choice. Like exploring fresh scents in shower gel. Know how the e-store draws consumers would provide you with a clearer understanding of what consumer types are for the segm

3.11 Consumer Behavior to Celebrity Endorsement

Celebrity endorsements are the use of celebrities to boost the sales and/or remember value of a brand.

- 1) **Testimonial** : A celebrity's personal endorsement of a product or service.
- 2) **Endorsement** : A celebrity lends his/her name and performs on behalf of a product or service.
- 3) **Actor** : Character recommendation.
- 4) **Spokesperson** : A celebrity who promotes a brand or organization a long period of time

3.12 Influence on price on consumer behaviour

In this complex age of marketing revolution and the increased effect of marketing practices on the lives of a common man, the majority of goods they buy have become more brand conscious. Customers equate this with certain considerations such as qualitative, efficiency, characteristical and even country of origin (COO) before choosing to buy a commodity (Tajdar et al., 2015). The decision to buy a consumer is determined by a number of factors, including personal, psychological, social and

cultural factors, according to Mramba (2015), making it hard to forecast how consumers buy a certain commodity.

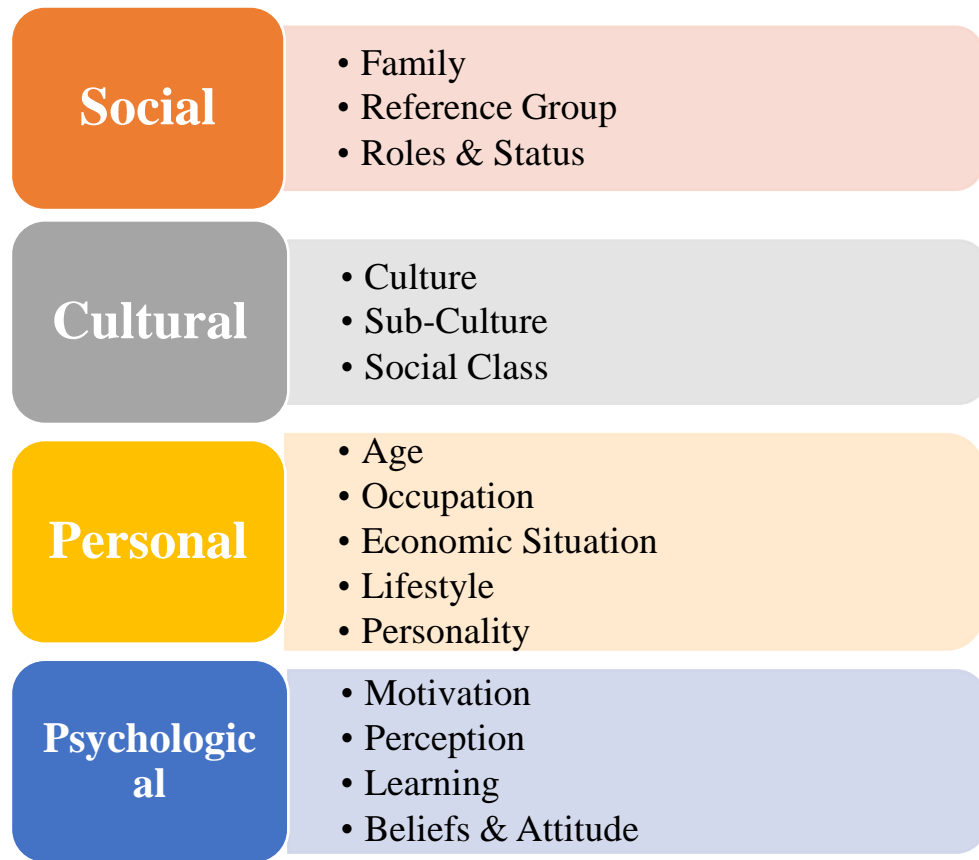
Brand names are a basic component of brand stock in this respect and are also often viewed as a precondition for customer procurement decisions (Wu, 2015).

Brand image is significant as it has an effect on the buying behaviour of customers (Bian and Moutinho, 2008). The brand profile also greatly affects purchase decisions, according to Djatmiko and Pradana (2015).

3.13 Factors Affecting Consumer Buying Behavior

Consumer begins by attempting to identify which goods and services he wants to consume, and then chooses only those products that offer greater utility. Following the selection of goods, the consumer calculates the amount of money he has available to spend. Finally, the consumer assesses current commodity prices and makes a decision as to which commodities he should buy. Meanwhile, a variety of other factors such as social, cultural, personal, and psychological influences consumer purchases. The following is an explanation of these factors.

figure 3. 2 Factors affecting consumer buying behavior



Source: Diagram made by researcher

Social Factors

Individuals while making a purchase take into consideration many factors, of these probable factors one of the factor that plays an important role in decision making are social factors. Social factors include family, reference group and roles and status of a buyer.

(Durmaz, 2014) in their research investigated the influence of social factors on the buying behavior of individuals. The study measures the effect of these factors on the buying behavior of the consumers and concluded that the influence of reference group is less as compared to the influence of family members, as majority of the participants in his survey seek approval of the family before making a purchase.

(Abdu and Purwanto, 2013) in their study proposed to study the relationship between the variables of consumer behavior like social, cultural, personal, psychological factors and their

willingness to buy the product from 7-elecv store. The study was carried out in Jatiwaringin, Jakarta. From the study it is concluded, the variables that have the greatest impact on willingness to buy are social influences, which have a greater impact than any other variable within the consumer behavior variables.

Family

Buying customer decisions are affected by the decision of the family, especially in a country like India where due importance is given to the elders of a family while making purchase. While in case of nuclear family, the family's head of household may make the purchase alone or with his partner. Husband-Wife presence varies considerably depending on the product type and the level of the purchase process. Children may also have a strong impact on the family's decision to purchase everything relating to technology be it a cellphone or car or for dining out at a restaurant.

Reference Group

(Gajjar, 2013) Reference groups have the power to shape a person's behavior and attitude. The influence of reference groups tends to vary depending on the product or brand. When a product is visible, such as a dress, shoes, or car, the influence of reference groups is significant. There are also reference classes which include opinion leader who, by his or her particular talent, experience, or position, has the ability to influence others.

Roles & Status

An individual belongs to several classes, families, clubs and organizations, and the identity of a person in each class can be described in terms of both role and status. The job consists of the tasks that people are supposed to do according to the people surrounding them. Each position has a status reflecting the general respect granted to it by society. People typically select items that are suitable to their positions and rank (Abdu and Purwanto, 2013).

Cultural Factors

Culture is the boundary wherein the human perceives and behaves. If one considers and behaves outside these limits, he or she takes a cross-cultural attitude and may be seen as

antisocial by his or her immediate community or party. Culture is an incredibly important and ubiquitous force in our lives. In terms of cultural considerations, culture itself is divided into three separate variables, meaning that advertisers need to consider the effects of the buyer's culture, subculture and social groups on their buying behavior.

Culture

(Lawan and Zanna, 2013) conducted a study to determine cultural factors that influence customer clothing purchase behavior in Borno State, Nigeria. The study concluded that culture, either behaving individually or in combination with economic and personal variables, greatly affects the purchasing behavior of clothing. It was proposed that marketing managers should recognize that socio-cultural considerations are some of the influencing factors of a person's desire and behavior and should thus be weighed when designing clothing for their consumers.

Sub-culture

Subculture, according to Kotler and Armstrong, is a smaller component of a culture, or a group of individuals with similar belief structures focused on shared life experiences and circumstances. Nationalities, ethnic identities, religions and geographic regional areas are all represented.

Social Class

Each society has a social class, because the purchasing behavior of people within a certain class is similar it's important that marketing activities may be tailored as per various social groups. Here it should be remembered that social status is not only dictated by income of the people in a particular social class, but there are many other variables such as health, education, occupation etc. (Tyagi, 2018).

Personal Factors

Personal factors do influence the behavior of the consumer. Some important personal variables that affect the actions of the buyer are: lifestyle, economic situation, job, age, personality and self-concept.

Personal factors are traits that are distinctive and do not apply to other individuals of the same community. These attributes can include how an individual makes decisions, their particular behaviors and desires, and beliefs. When considering personal considerations, decisions are often affected by age, ethnicity, background, community, and other personal issues (Scalia and Schofield, n.d.).

Age

Age and life cycle can influence the purchasing behavior of customers. It is clear that along with the flow of time, customers will shift the purchasing of products and services. Family life cycles consist of various stages, such as the growth of young adults, married couples, unmarried couples etc. with the change in life cycles changes the roles and responsibilities thus leading to change in consumption pattern.

(Slabá, 2019) Personal and socio-demographic factors such as age, lifestyle, employment, and many others affect the purchasing behavior of customers greatly. Through their research the author revealed that age acts as a major factor in affecting purchasing decisions by consumers and their attitudes towards price.

Occupation

A person's job or occupation has an effect on his purchasing behavior. Depending on the essence of the work, lifestyles and purchasing considerations and choices are somewhat different. For e.g., a Doctor's purchases can clearly be distinguished from those of a solicitor, teacher, employee, landlord, etc. The marketing managers must then devise numerous marketing campaigns to fit the purchasing motives of various professional classes (Ramya and Ali, 2016).

Economic Situation

The financial position of the customer has a significant effect on its purchasing conduct. If the customer's income and savings are high, he can spend a huge amount in buying expensive products. A person with low earnings and savings can, however, buy cheap goods (Gajjar, 2013). It is apparent that a consumer's income status influences his shopping preference while adjusting his purchasing power for products and services.

Lifestyle

The way of living of an individual is reflected by the activities, desires and viewpoints of the whole person who interacts with the world. Marketing managers must devise various marketing campaigns to fit customer's lifestyles.

Personality

Personality is a psychological feature that contributes to reasonably stable and long-lasting reactions to one's own surroundings. Characteristic of personality are generally defined as self-confidence, aggressiveness, superiority, etc. A belief that brands mostly have personalities and customers can prefer brands that fit their own personalities. The unique mixture of human characteristics, which can be linked to a brand, is a brand personality. Customers have a number of images of themselves. This self-images, or self-concepts, are directly connected to identity in that people are more likely to buy goods and services from retailers whose images or identities are related to their own self-images in any way (Khuong and Duyen, 2016).

Psychological Factors

Four main psychological factors affecting the purchasing behavior of the consumer are Motivation, Perception, Learning and Beliefs & Attitude (Sisk, 2018). These factors being the internal are the most important ones.

Motivation

Motivation is a triggered internal desire condition that contributes to a goal-oriented action that satisfies that need. Motives may therefore be characterized as relatively long-lasting, intense, and consistent internal stimuli that induce and guide actions towards certain goals.

Perception

Perception is the method of selecting, arranging, and analyzing data in order to create a coherent view of the universe. Selective focus, selective distortion, and selective retention are three distinct perceptual mechanisms. When it comes to paying attention narrowly,

customers curiosity is sought by advertisers. Customers, on the other hand, are affected by selective distortion. Attempt to view the data in a manner that supports the consumers' current values. Similarly, when it comes to selective preservation, advertisers try to maintain knowledge that helps them accomplish their targets convictions.

Learning

Learning explains changes in the actions of a person stemming from experiences. In any situation our understanding is influenced by our prior knowledge, for that is what constitutes our preparatory collection or perceptions and the context within which we attempt to place and arrange new stimuli. In other words, we've got benefit from our previous experience and try to preserve equilibrium or continuity by referring to and interpreting new stimulation in terms of previous or learned stimulus (Blythe, 2016). The consumer assigns values to the cues. Cues like price, brand name, retailer name are used for quality.

Since consumers are more inclined to pass allegiance to related products than to dissimilar ones, advertisers may create interest for a commodity by associating it with powerful drives, using encouraging cues, and to the same drives as rivals by providing similar cues (Lamb, Hair and McDaniel, 2011).

Beliefs & Attitude

Customer has a particular belief and approach about different goods. Because certain views and behaviors make up the picture of the brand and influence consumer purchasing behavior, advertisers are also interested in them. Marketers will always try to alter consumer views and perceptions by introducing special initiatives in this regard.

Consumers form attitudes on faith, politics, clothing, music, food, and other subjects. The consumer's mindset has an effect on their buying choices. When a consumer's outlook toward a commodity is positive, it has a positive impact on their behavior. Marketers figure out what consumers think of their goods and strive to adjust it for the best, or if it's already good, keep it that way (Hoyer and Deborah, 2008).

4 Analysis Part

4.1 Company introduction(Overview)

A Yog-Guru baba Ramdev has started an association in 2007 of Patanjali Ayurveda. The opening purpose for this was to aware all over Indian people to support the Swadeshi Products(Indian made based product). Furthermore, the company's income would be either cultivated back or used for social welfare. To boost sales, the company sells its goods at a cheaper price. Patanjali also felt that shifting market tastes for herbal and ayurvedic products that are considered to be healthy and close to nature would be very helpful. It has also established itself as a swadeshi brand, which is popular among a certain demographic of consumers.

4.1.1 About Patanjali Ayurveda

An unknown yoga guru Baba Ramdev along with his associate Acharya Balkrishna founded Divya Pharmacy to manufacture herbal and ayurvedic medicines. Baba Ramdev was a relatively unknown yoga teacher in Haridwar in 1995 when he and his close associate, Acharya Balkrishna, founded Divya Pharmacy to manufacture Ayurvedic and herbal medicines. They wanted to expand and diversify into other things because the drugs were so successful. However, since Divya Pharmacy was registered as a trust, this proved difficult (Vasudevan, 2017).

In the meanwhile, Baba Ramdev's popularity increased as a yoga brand which lead to ease in availability of funds from NRI's and Bank, thus leading to the foundation of a privately owned company known as Patanjali Ayurveda in the year 2006. Patanjali Ayurveda has since then expanded its business into four segments: home care, food and beverages, healthcare and cosmetics. Balkrishna is now one of the India's wealthiest individual and Patanjali is having a worth of Rs. 10,000crore in Fast Moving Consumer Goods sector in India. Baba Ramdev creates market for Patanjali products by spreading yoga and Ayurveda, while the goods are produced by Balkrishna. (Vasudevan, 2017).

As per the report of IBEF, company's growth is due to two factors: first, a trend in Indian consumers' lifestyles toward using more organic and Ayurvedic goods, and the

second is that the Patanjali products are considerably cheaper than those on the market. As a result, a large portion of the Indian middle class has turned to Patanjali leading to an increase in turnover by 150% in FY16 compared to FY14. The achievements awarded to Patanjali Ayurveda by different organization have been presented here underneath:

Table 4. 1 Awards of Patanjali Ayurved

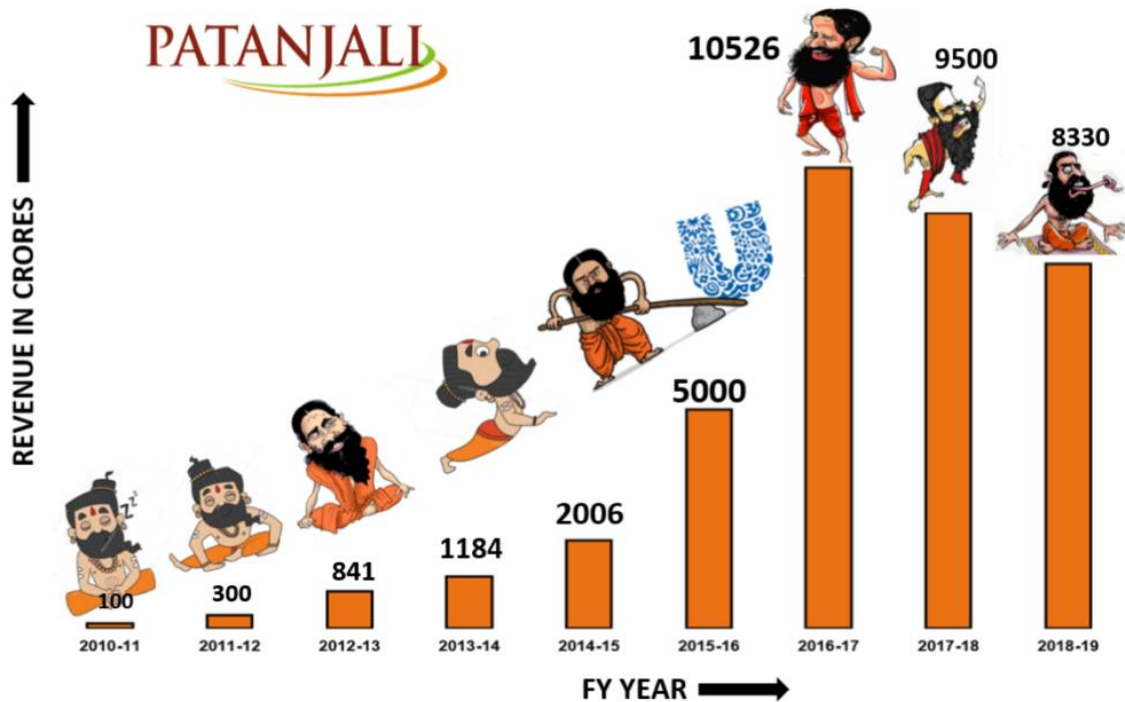
2016	"Bharat Gaurat" Award By India International Friendship Society
2016	Bloomberg Special Recognition Award to Acharya Balkrishna
2014	Recognized as "Ayurveda Expert" in an Ayurveda Summit, held in Gujarat
2013	Manav Ratna" award by Antarrashtriya Manav Milan Organization
2013	Honored by 'Sanskrit Prasarini Sabha', Assam in November, 2013.
2011	Awarded "Spirit and Entrepreneurship Award" towards humanity by ISOL Foundation

Source: patanjaliayurved.org

At a 14th CII Food Safety, Quality and Regulatory Summit on 11 December 2019 in New Delhi, Patanjali Ayurved Limited was awarded the Certificate for Significant Food Safety and Certificate for Strong Commitment to Food Safety (Patanjali Ayurveda, n.d.).

With the increase in awareness regarding consumption of organic and ayurvedic products, it led to the increase in demand for the company's product thus increasing the revenue numbers remarkably for the brand which can be seen from the below figure:

figure 4. 1Revenue of Patanjali Ayurved



Source: Coolmba.com

The above table depicts the revenue in crores of Patanjali Ayurved Ltd. It can be observed that in the year 2010-11 the revenue was Rs.100crore, which increased to Rs. 300 crore in the 2011-12. In the year 2012-13 company earned a revenue of Rs. 841crores. In the year 2016-17 the revenue of the company was Rs.10,526crore. As it can be seen that the revenue of the company seems moving upward every year. The reason for such an increase may be because of the swadeshi brand, Baba Ramdev as brand endorsement, quality products, cheaper products as compared to other brands, moreover with an increased awareness amongst the people to lead a healthy life, lead to increase in demand for Patanjali products. Moreover products of Patanjali are categorized as essentials leading to generation in revenues. The decline in the revenue for the year 2018 was due to its inability to cope up with the GST regime timely as well as its poor management to business channels as it ventured into different sectors leading to lower service levels and difficult to manage all business verticals.

Patanjali is based on a brand power first of all, of Yoga and its promoter, Baba Ramdev, and of Ayurveda. Ayurveda and Baba Ramdev followers were their first adopters and shared the message about the potency of the drugs to others. (Paul Writer, 2017)

A huge saver for the company was the lack of advertisement expenditure in the first few years, since Baba Ramdev's high brand reminder had received a mass media attention at very low price on famous TV shows and public appearances (Paul Writer, 2017).

Patanjali's product in the market are cheaper as compared to substitutes because of its low manufacturing and marketing cost (Ghoshal, 2016).

Research Background

Due to Baba Ramdev's involvement in political side it has been affected a lot a Patanjali brand. This situation created lack of interest from the consumers in Patanjali products. Patanjali had launched a Covid-19 vaccine which was not totally chemical free. It was only used as a shield and not as a vaccine. It was a major problem for the Patanjali brand and so I have studied the buying behavior towards to Patanjali Products.

This study has been conducted in the Gujarat region and it has 100 sample size. In this study samples are collected as a Non Probability Convince Sampling method. Primary data of the study has collected from questionaries. Basic primary data has taken through Semi structured format from 100 responses which were belonged to Gujarat region. And the same for secondary data has been used from the newspapers, magazines, brochures, etc.

This chapter present the analysis and interpretation of the data gathered from the survey conducted in the Gujarat region, with the help of a questionnaire. It includes both the demographic analysis of the respondents and the analysis of the research goals. Data relating to buying behavior is collected from 100 respondents residing in Gujarat state.

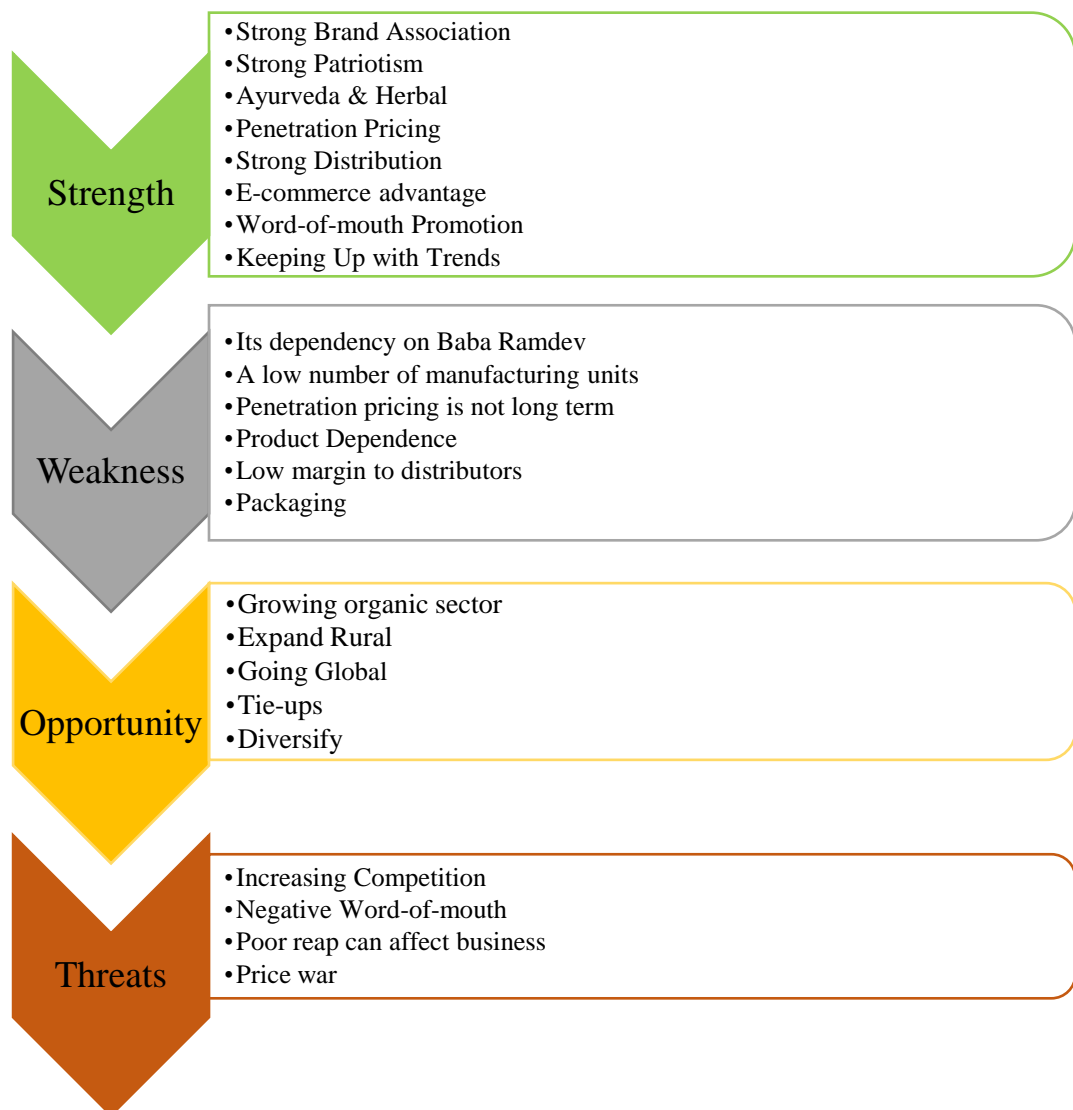
4.2 SWOT Analysis of Patanjali

A SWOT analysis helps to determine where a business is on a competitive market and which strategic planning steps need to be taken, so policy makers can draw up a potential map for the company. This enables a company to measure its strength and helps it enter the market better in order to achieve company goals. (DLT Labs, 2021)

It enables companies to better understand and recognise internal and external influences and their positive and negative market impacts. This knowledge will help companies become more competitive, by allowing them to take adequate measures to sustain momentum in a volatile market. (DLT Labs, 2021)

Patanjali has about 450 different types of products and also produces over 300 drugs for the treatment of a wide variety of body diseases. The company says that all of its items are manufactured from organic substances and Ayurveda. Some of the best-selling products of Patanjali are Honey, Herbal bath soap, Kesh Kanti, Patanjali Ghee, Dant Kanti are some of them which have driven the company’s growth (IBEF, 2021).SWOT analysis is given here underneath which gives knowledge about the Strength, Weakness, Opportunity and Threat of Patanjali Ayurveda.

figure 4. 2 SWOT Analysis of Patanjali Ayurved



Source: Resercher's Compilation

Strengths

- 1) Fan following of Baba Ramdev and his association with Patanjali worked as a game changer for the company's success in short term.
- 2) Strong emphasis on India Made Products helped Patanjali to market its product using India card.
- 3) As people are becoming health conscious in modern times, their insistence on organic products have given a way to Patanjali's success.
- 4) Company avoids middleman thus cutting down the cost, which leads to reduction in price by 20-30% than its substitutes available in the market. This gives a competitive advantage to Patanjali to easy capture the market through penetration pricing.
- 5) Strong distribution network of Patanjali makes it products available at every corner of the country. Moreover, their distribution partners are capable enough to win confidence of the people.
- 6) By making the products available online, it enables the wide reach to the customers who are not able to visit the nearby Patanjali store.
- 7) Initially, Patanjali did not spend much on their advertising & promotion as it followed the worth of mouth promotion and depended heavily on the brand loyalty by its customers.
- 8) Patanjali has also recognized the value of new media and social media networks and is investing in them to keep up with the upcoming trends and challenges posed by its substitute players in the FMCG segment.

Weakness

- 1) As company is solely dependent on Baba Ramdev as brand ambassador, any action of Baba Ramdev would also have an effect on the brand as Baba is politically affiliated, if he ever becomes the victim of political vendetta, it will have an adverse effect on Patanjali as well (Ghoshal, 2016).

- 2) Less number of manufacturing units is also a weakness for the brand to cope up with the upcoming demand.
- 3) In order to expand company needs to earn profit, penetration pricing approach of Patanjali is not a practical approach as it cannot charge low prices for long run from its customers.
- 4) The revenue of the company is dependent majorly on 5-6 products only.
- 5) As compared to other FMCG companies in the market, Patanjali offers a low margin to its distributors and retailers.
- 6) Packaging of the products is less eye-catching to the customers.

Opportunities

- 1) The ever growing awareness of herbal and ayurvedic products amongst the people have created a good market for Patanjali products.
- 2) Expanding its market to rural areas and tapping the potential of rural markets.
- 3) Going global like other FMCG companies may lead to better growth and expansion by utilizing opportunities abroad.
- 4) Tie-ups with the modern retail chains will also help to boost sales of Patanjali products (Bhasin, 2021).
- 5) Diversifying and adding more products to the products portfolio may further lead to the growth of the company (Bhasin, 2021).

Threats

- 1) Entry of Major FMCG players like HUL, Marico, etc in the organic segment poses a threat to Patanjali as it increases the number of competitors in the market.
- 2) Baba Ramdev being the one man show any negative word of mouth would affect the company's position in the market (Bhasin, 2021).
- 3) Low agricultural harvest will adversely affect the quality of the products as it is heavily dependent on agricultural inputs for manufacturing its products.
- 4) Price war with the major FMCG players will have a drastic effect on the profitability of the company, as these major players have been in existence since very long and Patanjali

as a new entrant in the FMCG sector selling products at low price for long run would pose serious challenges.

Patanjali, on the other hand, may be classified as an introductory stage in a business life cycle. It also has a long way to go to guarantee its long-term viability. Since dominant players are continuously holding an eye on Patanjali's growth, they will inevitably come up with similar business models to reclaim market share that has been lost. As a result, PAL must exercise extreme caution in making promises and delivering on those promises (Bora et al., 2020).

4.3 Marketing Mix of Patanjali

Professor Neil Borden of Harvard Business School coined the word "marketing mix" in 1964, defining it as a coordinated set of actions aimed at influencing buyer behavior. The Four Ps were included in the mix: product, price, place, and promotion.

The marketing mix reflects the framework that a management has developed to address the challenges that it is continuously confronted with in an ever-changing, ever-challenging market at any given moment (Borden, 1957).

figure 4. 3 Marketing Mix of Patanjali Ayurved



Source: (Kotler and Keller, 2012)

Product

Differentiation is one of the keys to a product's marketing growth, but who and what makes a product stand out? It requires feedback from both buyers and sellers in an optimal situation. Another important element in product growth is the demand for new goods and services to be developed quickly. Because of the fast-paced nature of the economy, businesses must be fluid and adaptable. There will be no business without product, which is an integral part of the marketing mix. When a buyer buys a commodity, he buys the desire-satisfying attribute, value, or warranty of services, not just the tangible product. As a result, the substance must be handled with extreme caution.

A product is anything that can be offered to market for attention, acquisition, use or consumption that might satisfy a want or need (Kotler, Armstrong and Opresnik, 1998).

Accordingly, an organisation ought to build up the product in the light of different variables like requirements and needs of the objective clients, their purchasing practices, age, income, taste, values, competitive conditions, legitimate contemplations and so forth.

- 1) The current day customers need assortment in the items that are offered to them. Novelty in the item is an absolute necessity to fulfil the customers need nowadays.
- 2) It is important for the manufacturer to ensure that the product meets the specified quality requirements set by statute or by the manufacturer for different types of goods.
- 3) Good design adds value to a product by improving its beauty, convenience, utility, and protection. Thus it is crucial decision for the business to aid sales growth.
- 4) Incorporating certain features in the product that are needed by the target consumer is one of the product feature decisions. It entails the advantages that the consumer expects from the offering.
- 5) Branding is done on the product to differentiate the product from that of competitor. Branding can be in the form of logo, symbol, label, etc. Brand is a representative of quality and reliability on the product.
- 6) Packaging is a marketing technique that aids in product promotion. Attractive package design, colours, shapes, materials, etc. among other things, provide a distinct impression of the product in the minds of customers.
- 7) Any process or benefit that one party is able to give to a third party that is inherently intangible and does not lead to ownership is referred to as a service.

- 8) The product's availability in various sizes caters not only to the diverse needs of various consumer markets, but also to the changing needs of an individual customer over time.
- 9) As the world becomes more industrialized, more mobile devices, appliances, equipment, and other products are used, many of which necessitate after-sale facilities. Guarantees, warranties, replacements, and replacement parts, among other things, add to the product's appeal. The higher the after-sale facilities, the better the consumer reaction to the purchase.

figure 4. 4 Patanjali Products

PATANJALI PRODUCTS

Natural, Herbal, & Ayurvedic



Source: Amazon.com

Patanjali manufactures products in the personal care and food industry division. The firm manufactures 444 products, 45 of them cosmetic products. Food products of 30 kinds. All Patanjali's products are produced from Ayurveda and natural ingredients according to Patanjali. Beauty and baby products have also been introduced. Its Ayurvedic Division has over 300 drugs to treat various conditions, ranging from ordinary cold to chronic paralysis (Ghoshal, 2016).

Some of the sectors which are popular for the products are:

- 1) Food Products
- 2) Healthcare & Medicines Products

- 3) Personal Care Products
- 4) Beverages
- 5) Cleaning agents

Patanjali stars in Ghee, which accounts for 14% of overall revenue tracked by 9% toothpaste and 8% hair oil, 9% toothpaste and hair oil, and 8% hair oil.

- 1) Patanjali competes with dabur in Honey due to which Dabur has to reduce the price of its product.
- 2) Dant Kanti Toothpaste of Patanjali is a star product which persuaded Colgate to launch the Ayurvedic version Colgate VedShakti.
- 3) Patanjali in order to compete with Maggie, Sunfeast, Yippee, Chings Noodles has introduced noodles. It has a market share of 77% in noodles sector, aiming to capture world 5th largest noodles market (Ghoshal, 2016).
- 4) Glucose Biscuit of Patanjali gives a tough competition to Parle-G.

Price

Pricing is essential in any business because it encourages transactions by acting as a means of trade. It is a component of the marketing mix that generates sales. A good product in the right spot and good communication would not result in a sale unless it is reasonably priced. The price has a significant impact on growth and survival, stability and performance, as well as the brand and firm's reputation (Lokare, n.d.).

Prices can have significant effects on the marketing organization, and the marketer's pricing focus is as critical as that of more visible marketing practices (Kotler and Armstrong, 2008). A variety of internal and external factors distinguish the pricing decisions of each firm. The business has to decide what it needs to do with such a product or service before deciding prices. Internally, the price decision of a business will be dependent on its marketing goals, marketing mix strategy and prices (Fisher, 1976).

(BEMPAH et al., 2013) in their research paper highlighted the importance of pricing in marketing mix tools. The study concluded that in the order of marketing mix tools, pricing is the most important factor of all and is in the first order of marketing Ps.

A variety of factors affect pricing decisions, including manufacturing costs, demand and availability, the extent and form of competition, government rules and regulations, product, marketing, distribution networks, and so on (Lokare, n.d.).

- 1) Management must determine the acceptable base price for the company's goods, as well as pricing practices and tactics to be used in various market segments.
- 2) The price part of the marketing mix often entails developing credit and discount policies.
- 3) No company can imagine selling its goods solely on the basis of cash. Credit facilitates not only increased revenue but also business growth. It's a tool for sales promotion.
- 4) As compared to global brands, almost every product has a price reduction of 25-30%, allowing Patanjali to hit every household in India.

Patanjali has also succeeded in conveying the message that if quality and reasonable price can be combined, no celebrity endorsement is needed to sell the product .

Promotion

Initiatives to promote, market and/or brand locations are nothing new, but they've become increasingly essential over the recent generations (Kavaratzis and Ashworth, 2008). The use of a visual identity (logo, slogan, colour scheme, font, style) to identify coordinated marketing strategies has become a trademark feature for the marketing of locations, as well as advertisement (Ward,1998).

Promotion is the practice of educating and persuading consumers about a product and building a cognitive picture of the product in their heads. Promotion concerns the contact between the seller and the purchaser, which covers advertisement, sales promotion, advertising and public relations, as well as other associated functions of the sales force (Caskey, 2008). Promotion is the most noticeable and perhaps most interesting part of the campaign tool used for creating brands and loyalty of customers (Mailath and Sandroni, 2003).

Promotion is that element of marketing mix which aims to educate, inspire and encourage customers to purchase a product or service of a business (Caplin and Leahy, 1994).

- 1) Business would not need to spend money on selling the product if the product is publicized in published and unpublished media due to its quality, positive consumer reception or a number of controversies.

- 2) Advertising actions involve those including the determination of an advertising objective, as well as the use of advertisement platforms such as print and electronic media. Newspaper, magazines, radio, TV, theatres, flyers, posters, promotional pictures, etc.
- 3) Includes decisions on ads promotional appeal, advertising expenditure, advertising agencies, copying and layout, as well as calculating the efficacy of advertising.
- 4) Offering incentives in the form of coupons, contest, premium, discount, free goods, gifts and such various others incentives, boosts up the sales of goods and services.
- 5) Programmes like literature, films, tours, conferences, etc. are conducted by the firm in order to establish relationship with the prospectives customers, investors, with the government, employees and public at large.

Promotion is a strategy that has been employed to create goodwill for a brand, retain customer loyalty at a consistent level and sustain profitable revenue volumes (Caskey, 2008). The world-renowned yoga guru, Baba Ramdev, has made Patanjali Ayurved the required fame and prominence for people. He is a leading person in charge of Patanjali's success.

(Dubey, 2017) in their study titled “Patanjali: Unique Brand Building and 4Ps” said that with very little industry knowledge Patanjali Ayurved Limited entered the industry with a broad product range, which was backed by the personal brand Baba Ramdev and blended operational, emotional and green. This helped customers to quickly embrace the brand, making it impossible for established giants to defend their turf.

figure 4. 5 Brand Endorsement



Source: sugarmint.com

"Prakriti ka Ashirwad" is a famous slogan by Patanjali Ayurved. Patanjali's marketing strategies depend on the statements which state that "the profits of Patanjali is to charity rather than to brand owners."

For advertising its brands, Patanjali uses TV, radio and print media. YouTube is also used as a forum to promote its brands. In the view of Indians and people around the world, Baba Ramdev and Balkrishna have built a positive Ayurvedic and Ayurvedic brand name. Patanjali now also offers its goods online, which enhances their penetration further.

(Pandey and Paul, 2020) in their study commented on the success of Patanjali, gaining a high level of exposure and curiosity among consumers about its products through herbal and wellness positions.

Place

Without a question, if the products are of exceptional quality and the price is reasonable, the product will be sold; but, if the product is not readily available, it will not be sold. Typically, manufacturers do not market their goods directly to customers, instead working through a network of wholesalers, supermarkets, and other intermediaries. This part of the marketing mix determines the proper medium by which the commodity will be marketed, as well as when and where it will be sold.

Place decisions, also known as distribution decisions, are those that affect the seamless movement of products from the manufacturer to the customer, resulting in the creation of time, place, and possession utility. The channel of distribution decision and the physical distribution decision are all part of the place decision.

- 1) Marketing channels are distinguished on the basis of number of middleman deployed. The manufacturer has to determine the number and type of intermediary to be recruited as per their requirement and on the basis of their offering.
- 2) Warehousing decisions include primarily decisions on the selection of warehouses or cold storage facilities and the number of locations, the goods to be kept to be readily distributed on request.
- 3) It is very necessary for a firm to carry enough stock of goods to meet the demand as and when required. It involves decisions as to when to stock, how much to stock, how long to stock and at what places to stock. Maintaining adequate inventory is an important decision for the fulfillment of demand.
- 4) Transportation as a physical delivery factor is very important for the company, as the demand of the commodity grows. Transportation decisions include the method of transportation to be used, whether to purchase or lease trucks, how to arrange supplies, and who will bear the burden of transportation from manufacturers to wholesalers and wholesalers to retailers.
- 5) Selecting a channel with maximum coverage is ideal for any business.

As of 2015, Patanjali had nearly 4000 outlets selling its brands. It also sells its goods online and has plans to open stores in railway stations and airports. On October 9, 2015, it partnered with Pittie and Kishore Biyani's Future Group to make its goods available in all of the Future Group's stores.

Apart from online outlets, it sells its goods at modern trade centres such as Reliance Retail, Hyper City, and Star Bazaar. The Defence Research and Development Organization (DRDO) has entered into technology licensing arrangements with Patanjali Ayurveda (Ghoshal, 2016).

Patanjali Ayurved Limited Supply Chain Management (SCM) is comprised of a distribution system that distributes goods via its own designated distribution centres across the region. Each retail outlet is supervised by a central hub in Haridwar, which receives merchandise by

Patanjali logistics. A portion of Patanjali Ayurved Limited sales income is typically used to establish rural upliftment programs for the masses (Bora et al., 2020).

(Ahmed, Sultana, 2018) in their study concluded that Patanjali has to concentrate on improving its production plant, product quality, advertising material, distribution network, customer analysis and segmentation in order to face the intense competition and industry dynamics that lie ahead.

(Saji, 2020) in their research suggested that, a carefully defined strategic model covering the vast distribution network; a broad product range; a diversified product mix and more competitive business alliances with other retailers will build new market room for Patanjali to challenge the monopoly of global brands in India's fast-developing FMCG marketplace.

Presence of Patanjali Ayurved in India and Across the Globe

Within a very short span of time Patanjali Ayurveda has acquired a considerable footprint around the world and in India. Patanjali has more than 47,000 retail shops, 3,500 dealers, several warehouses in eighteen countries and factories in six countries. The presence of Patanjali Ayurveda in India is given here underneath:

figure 4. 6 Presence of Patanjali Ayurved in India



Source: patanjaliayurved.org

Patanjali Group plans to make a move into major world markets with a growth rate of 130 percent. It is a leading producer and exporter of herbal and organic products including health supplements, cosmetics, beverages, food products and processing and home care products. As the group is already active in markets such as the United States, Canada, the United Kingdom, Russia, Dubai and several European countries, they are able to extend their wings. It helps consumer around the world to transit to healthy life (Patanjali Ayurveda, n.d.).

4.4 Demographic Profile of the Respondents

It is really important to study the socio-demographic profile of the respondents as it has a greater influence on the buying behavior of the consumer.

Gender Based Classification

The table below shows the frequency distribution of the respondent's gender. It can be deduced from the study that majority of the respondents are male respondents i.e. 58 (58%) whereas, female respondents are 42 (42%).

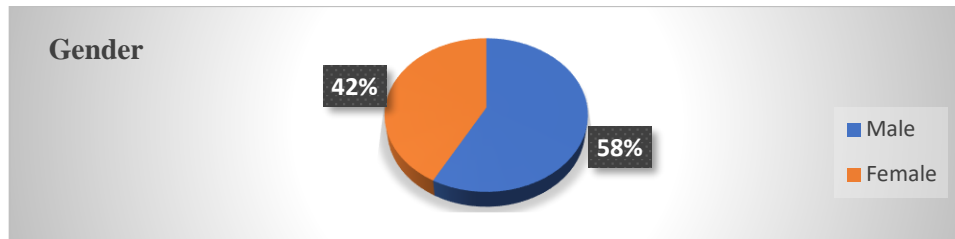
Table 4. 2 Gender

		Frequency	Percent
Valid	Male	58	58.0
	Female	42	42.0
	Total	100	100.0

Source: author content

For better understanding of the above table, its graphical representation is as below:

figure 4. 7 Respondents Gender



Source: Author's work

Age Based Classification

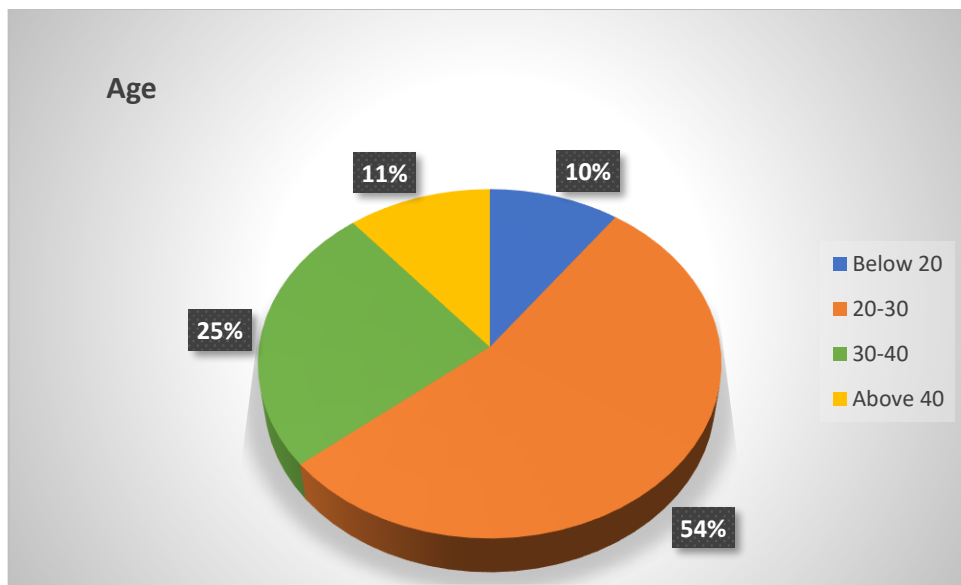
Age based frequency distribution of the respondents is given in the below table:

Table 4. 3 Frequency Distribution of Respondents Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	10	10.0	10.0	10.0
	20-30	54	54.0	54.0	64.0
	30-40	25	25.0	25.0	89.0
	Above 40	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

It can be observed from the above table that majority of the respondents belong to the age group of 20-30 i.e. 54 which is more than 50% of them falling under that category. While, 25% of the respondents fall under the age group of 30-40. Followed by 11% falling under the age group of above 40 and remaining 10% under the age group of below 20. The graphical representation of the above table is given as here underneath:

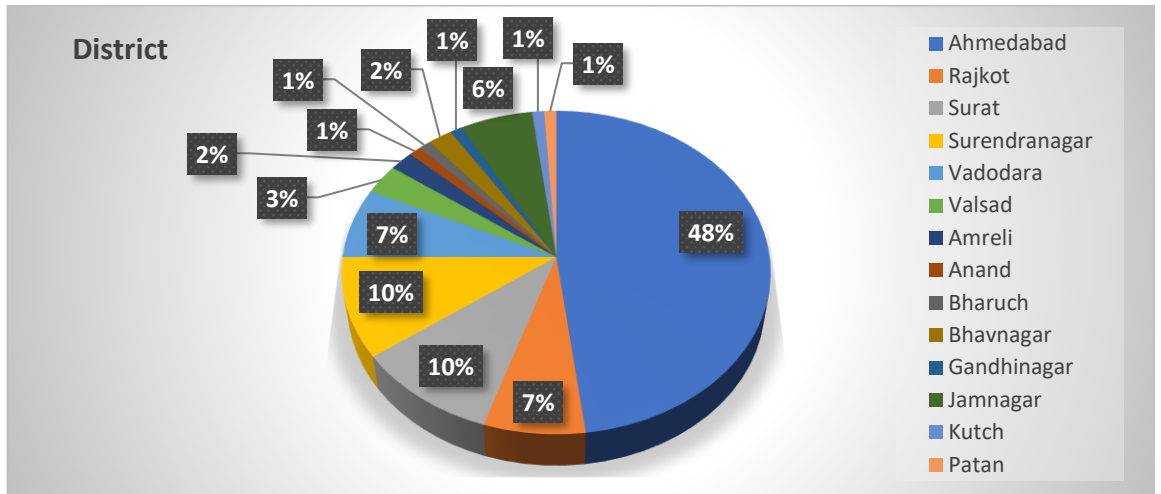
figure 4. 8 Age of Respondents



Source: Author's work

District Based Classification

figure 4. 9 District of the Respondents



Source: Author's work

From the above graph it can be revealed that majority of the respondents of the survey belong to Ahmedabad district which is 48%. Surendranagar & Surat have 10% respondents each. Followed by Vadodara and Rajkot having 7% respondents each and Jamnagar with 6% respondents.

Educational Qualification Based Classification

The table given below gives the frequency distribution of the respondent's educational qualification

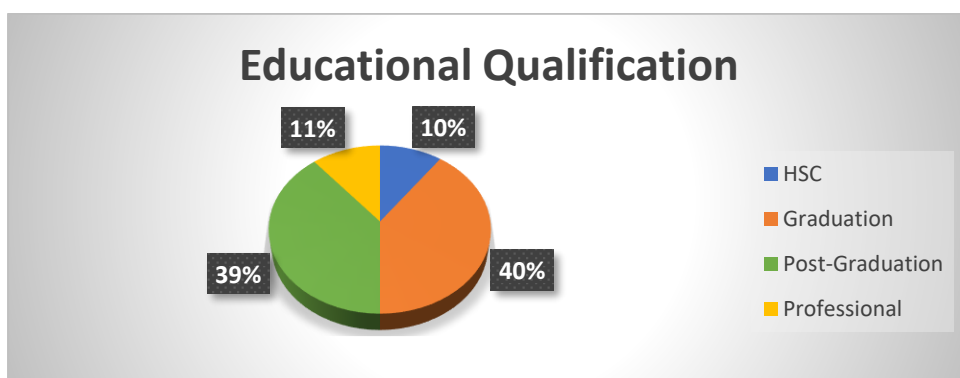
Table 4. 4 Educational Qualification of Respondents

	Freque ncy	Perc ent	Valid Percent	Cumulative Percent
HSC	10	10.0	10.0	10.0
Graduation	40	40.0	40.0	50.0
Post- Graduation	39	39.0	39.0	89.0
Professional	11	11.0	11.0	100.0
Total	100	100. 0	100.0	

Source: Author's work

It can be observed from the above Table 5, that majority of the participants have educational qualification as Graduation (40) and Post-Graduation (39). The remaining 21 participants of which 10 have acquired professional education and the rest of 11 participants have educational qualification as HSC. Thus, it can be interpreted that majority of the respondents have acquired higher education that does affect their decision making ability pertaining to purchase of good and services. The graphical representation for the same is given below:

figure 4. 10 Educational Qualification



Source: Author's work

Relationship-Status of the respondents

The following table gives the frequency distribution about the relationship status of the respondents;

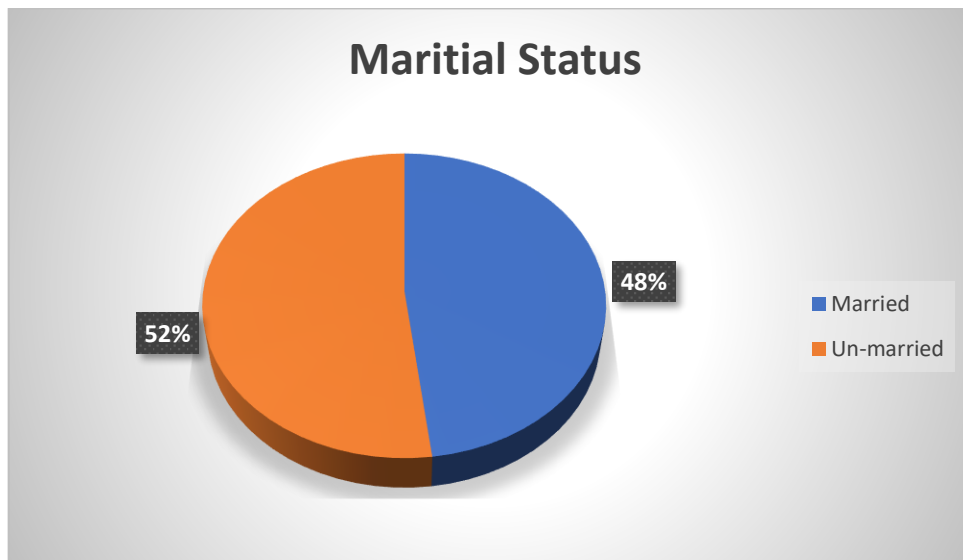
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	48	48.0	48.0	48.0
	Un-married	52	52.0	52.0	100.0
	Total	100	100.0	100.0	

Table 4. 5 Marital Status

Source: Author's work

From the above table 6, it can be observed that 52 respondents are un-married and 48 respondents are married. It shows that almost the survey has equal number of married and unmarried respondents. Graphical representation is given below for the same:

figure 4. 11 Marital Status



Source: Author’s work

Occupation-wise frequency distribution

Respondents frequency distribution relating to their occupation is given in the below table:

Table 4. 6 Occupation of Respondents

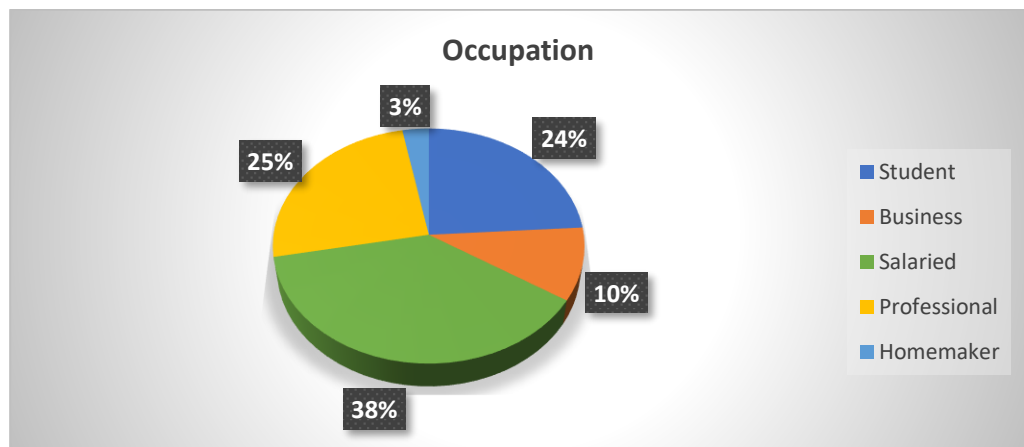
		Freque ncy	Perce nt	Valid Percent	Cumulative Percent
Va lid	Student	24	24.0	24.0	24.0
	Business	10	10.0	10.0	34.0
	Salaried	38	38.0	38.0	72.0
	Professio nal	25	25.0	25.0	97.0
	Homema ker	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Source: Author’s work

From the above table 7 it can be depicted that majority of the respondents are salaried comprising of 38. Second majority of the respondents are professionals comprising of 25 respondents followed by category student having 24 respondents in it. Respondents

having their own business are 10 whereas, in homemaker category there are only 3 respondents. Thus, it can be concluded that majority of the respondents belong to Salaried, Professional and Students category for this research. Graphical representation for the same is given as below:

figure 4. 12 Occupation



Source: Author's work

Income-wise frequency distribution

Income plays a significant role in deciding the purchasing behavior of the buyers. It is on the basis of the income, through which people make selection about different brands. Income-wise frequency distribution of the respondents is given in the below table:

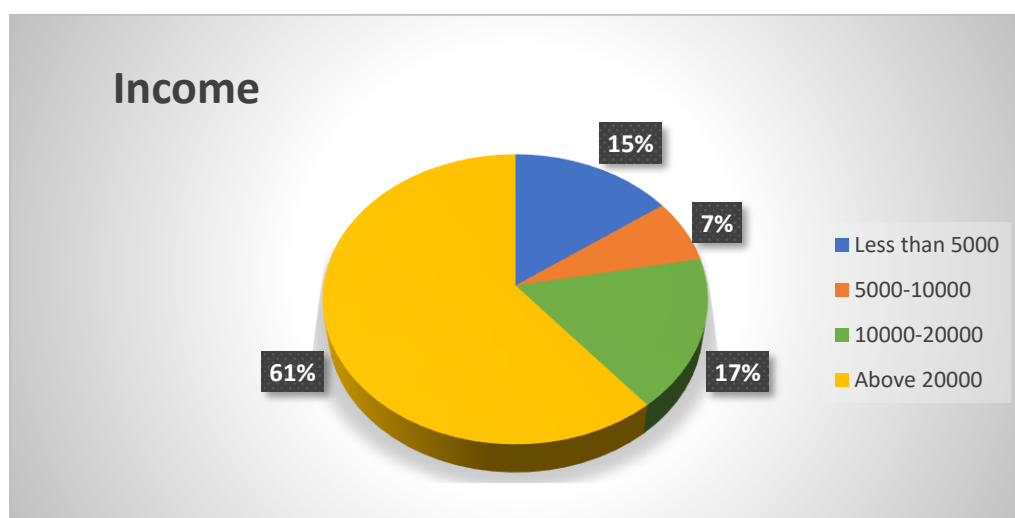
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5000	15	15.0	15.0	15.0
	5000-10000	7	7.0	7.0	22.0
	10000-20000	17	17.0	17.0	39.0
	Above 20000	61	61.0	61.0	100.0
	Total	100	100.0	100.0	

Source: Author's work

From the above table it can be illustrated that, majority of the respondents fall under the income category of above 20,000 slab per month. The another category of respondents falling under 10000-20000 income slab are 15, followed by the respondents making less than 5000 a month (15). There are only 7 participants, having income of 5000-10000 per month.

Graphical representation for the same is given as below:

figure 4. 13 Income



Source: Author's work

Frequency Distribution Showing Usage of Patanjali Products

The following Table shows the number of respondents using products of Patanjali brand.

		Freque ncy	Perce nt	Valid Percent	Cumulative Percent
Valid	1	99	99.0	99.0	99.0
	2	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Source: Author's work

From the above table it can be observed that almost all of the respondents have made use of the products of Patanjali brand. Only one of the respondents have not utilized any of the product of Patanjali Ayurved.

Frequency Distribution for Problem Faced by buyers

The following table depicts if any problem is faced by the buyers of Patanjali brand.

Table 4. 9 Have you faced any problem while using the product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	8.0	8.0	8.0
	2	92	92.0	92.0	100.0
	Total	100	100.0	100.0	

Source: Author's work

From the above table it can be interpreted as, 92 % of the respondents have not faced any problem by using products of Patanjali Ayurved. It is only 8 % of the respondents who have reported that they have faced problem while using products of Patanjali Ayurved.

Frequency Distribution for sources of information

Marketers try to influence the consumer buying behavior by promoting their products, services or brand utilizing different sources of information. The following table represents the same pertaining to Patanjali products.

Table 4. 10 sources of Information about Patanjali products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertisement	68	68.0	68.0	68.0
	Friends & Relatives	20	20.0	20.0	88.0
	Online	10	10.0	10.0	98.0
	Magazines	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

Source: Author's work

From the above table it can be inferred 68% of the respondents have been informed about the Patanjali products through advertisement. Moreover, 20% of the respondents have been informed through friends & relatives and it is the second major source of information. Whereas only 10% of the respondents have been informed through online medium and only 2% respondent through magazines. Thus it can be said that advertisement act as a major source of providing information to the consumer about the Patanjali Products.

Store Preference for Purchasing Patanjali Products

The table below represents the store preference pertaining to the purchase of Patanjali products:

Table 4. 11 From where do you prefer to purchase Patanjali products?

		Freque ncy	Perce nt	Valid Percent	Cumulative Percent
V ali d	Patanjali shop	78	78.0	78.0	78.0
	Online	8	8.0	8.0	86.0
	Super Market	10	10.0	10.0	96.0
	Departmental Store	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

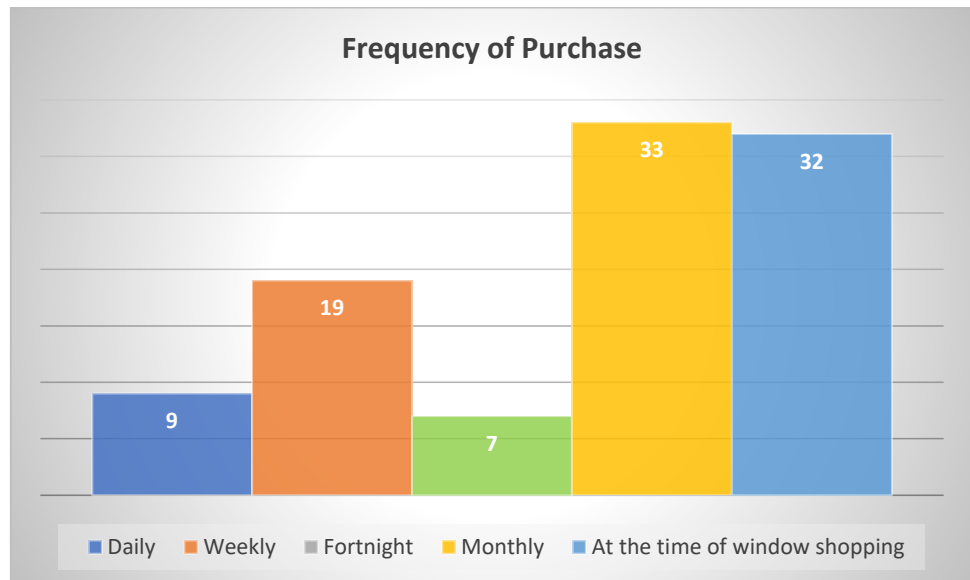
Source: Author's work

From the above table, it can be observed that 78% of the people prefer to purchase Patanjali products from the Patanjali outlets. Whereas, 10% of them prefer to purchase it through super market followed by 8% through online platform and 4% of them making purchases through departmental store.

Frequency of Purchasing Patanjali Products

The below graph represents the frequency of purchasing Patanjali products by the respondents.

figure 4. 14 Purchase Frequency



Source: Author's work

From the above graph it can be seen that 33% of the respondents make purchase of Patanjali product on monthly basis. Also 32% of the respondents have reported that they make purchases of Patanjali products at the time of window shopping. Weekly purchases seems to contribute 19% to the sales of Patanjali products. Daily consumption seems to be at 9% whereas fortnight purchase occupies 7%. Thus it can be concluded that majority of the respondents make purchase of Patanjali product at the time of window shopping or while making purchases monthly.

4.4.1 Objective Wise Analysis and Interpretation

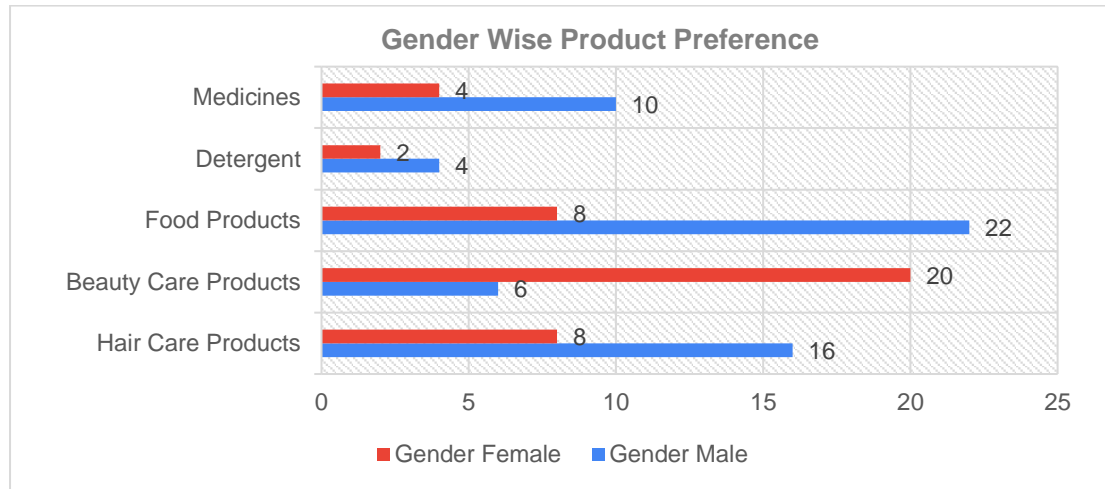
Objective-1

To evaluate consumer buying behavior on the basis of demographic factors such as gender, age, Income and their relationship status.

Under this objective the researcher tries to study the effect of demographic factors affecting the buying behavior of the consumers for Patanjali Products.

Gender Wise Product Preference

figure 4. 15 Gender Wise Product Preference

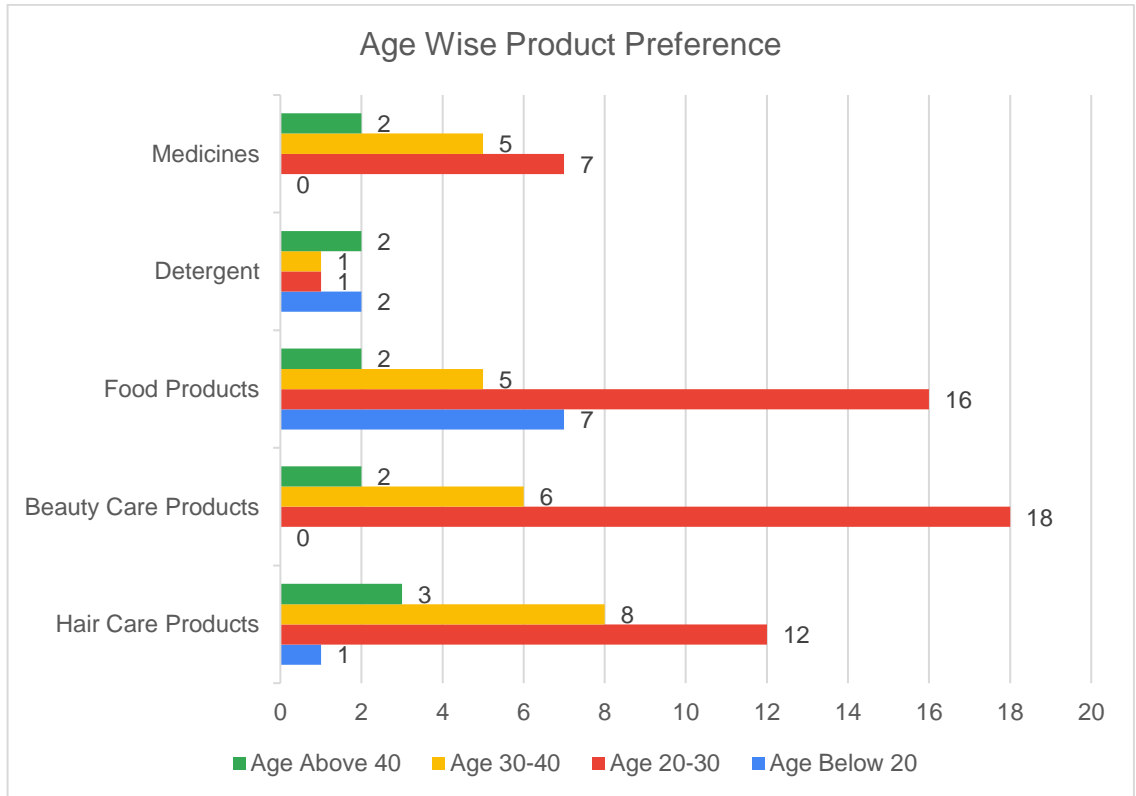


Source: Author's work

From the above graphical presentation it can be interpreted that the most preferred product of Patanjali brand is Food Product among 22 males and Beauty care products for 20 females. It is also observed that Hair care product is the second best product among 16 males and it is food products and hair care products for 8 females.

Age Wise Product Preference

figure 4. 16 Age Wise Product Preference



Source: Author's work

From the above graph it can be observed that Food Products (7) are mostly preferred by the respondents of age group below 20.

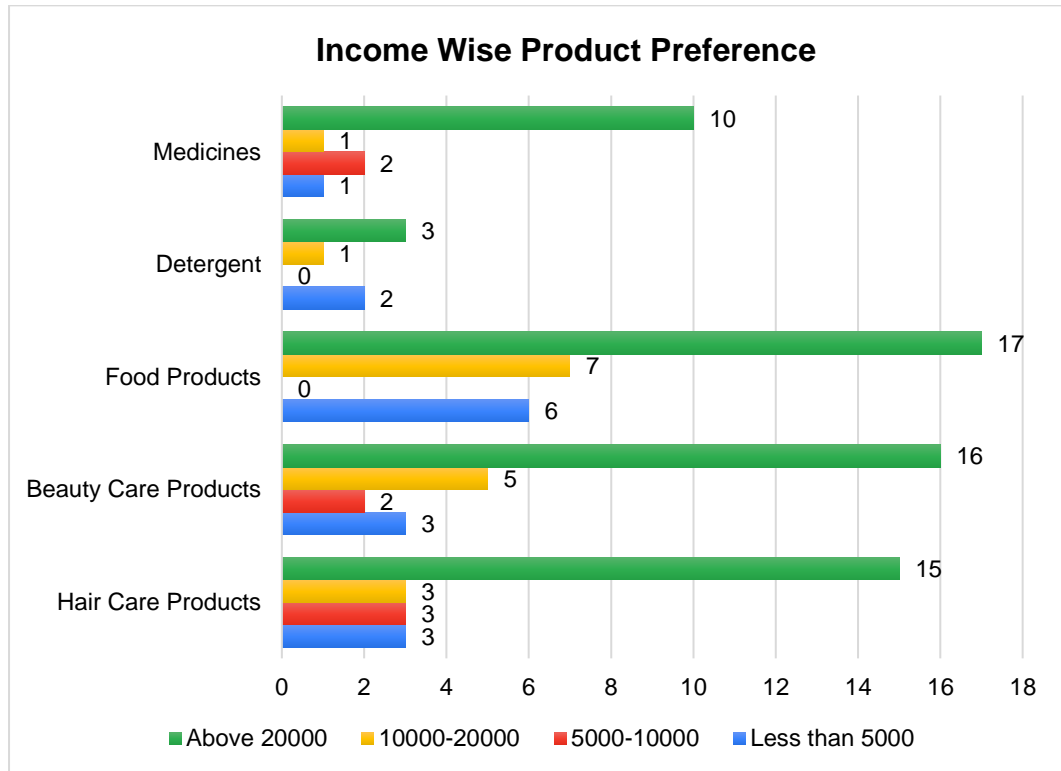
For age group between 20-30, beauty care products (18) followed with food products (16) and hair care products (12) are mostly preferred. From these the most preferred product is Beauty care products.

For age group between 30-40, hair care products (8) are mostly preferred by the respondents and the second preferred product is the Beauty care product.

For age group above 40, hair care products are mostly preferred by them.

Income Wise Product Preference

figure 4. 17 Income Wise Product Preference



Source: Author's work

From the above graphical presentation, it can be observed that:

For the respondents falling in the income group of above 20000, food products (17) are the most preferred products followed by beauty care products (16) and hair care products (15).

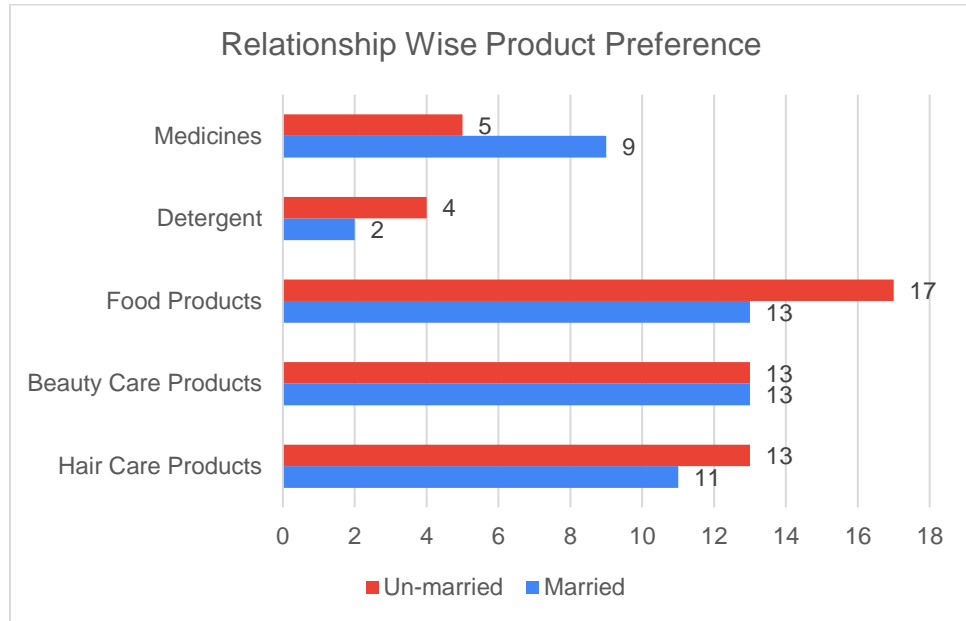
For the respondents belonging in the income group of 10000-20000, food products (7) are the most preferred products by them and the second most preferred products are beauty care products (5).

For the respondents falling in the income group of 5000-10000, hair care products (3) are the most preferred ones.

For the respondents belonging to the income group of less than 5000, food products (7) are the most preferred products by them.

Relationship Wise Product Preference

figure 4. 18 Relationship Wise Product Preference



Source: Author’s work

From the above graph it can be understood that Un-married consumers mostly prefer food products (17) of Patanjali brand followed by the beauty care products (13) and hair care products (13). Whereas for married respondents, beauty care products (13) and food products (13) are mostly preferred by them.

Objective -2

To find out the most preferred product of the Patanjali Brand.

Under this objective the researcher tries to find out the most preferred Patanjali Products by the consumers. For achieving this objective, the question framed is **“Amongst the available products of the Patanjali brand, which product you prefer the most?”**

In the below table, a list of products manufactured by Patanjali have been mentioned and the product preference of the consumer has been studied for the Patanjali Brand.

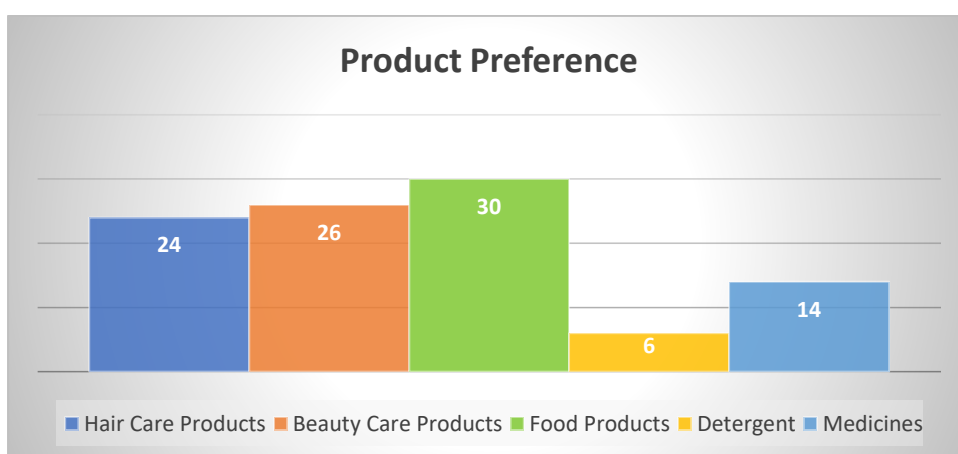
Table 4. 12 Product Preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hair Care Products	24	24.0	24.0	24.0
	Beauty Care Products	26	26.0	26.0	50.0
	Food Products	30	30.0	30.0	80.0
	Detergent	6	6.0	6.0	86.0
	Medicines	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Source: Author's work

From the above table, it can be observed that respondents of Food Products (30), Beauty Care Products (26) and Hair care products (24) hold a major share in product preference. While 14% of the respondents prefer ayurvedic medicines manufactured by Patanjali and 6% of the respondents prefer Detergent products of Patanjali Brand. The graphical representation for the same is given below for the better understanding of brand preference.

figure 4. 19 Product Preference



Source: Author's work

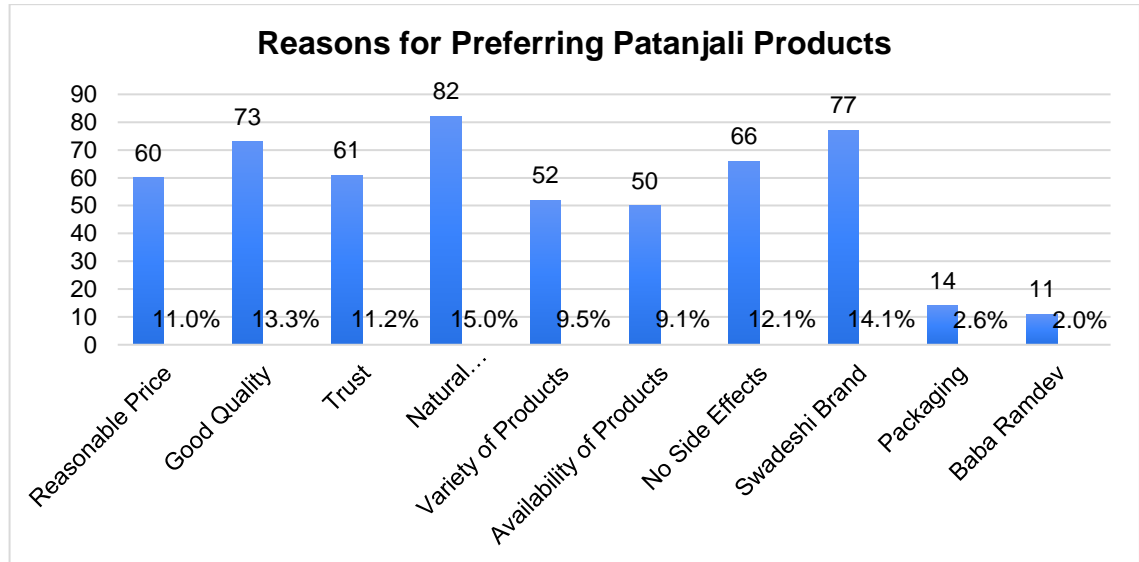
Interpretation

From the above graphical presentation, it can be clearly understood that products of Hair care, beauty care and Food products are mostly preferred by the customers amongst the

other available products of Patanjali Brand. From these products food products are having the highest preference.

Reason for preferring Patanjali Products

figure 4. 20 Reasons for Preferring Patanjali Products



Source: Author’s work

From the above graph it can be concluded that the most significant reason for preferring Patanjali products is Chemical free (Natural Product, 82). The second most significant reason is Swadeshi Brand (Made in India, 77). The third most significant factor behind preferring Patanjali product is its Good Quality (73).

Objective- 3

To examine the influence of Cultural factors on the buying behavior of the Consumer’s

Under this objective the researcher tries to find out the influence of cultural factors on the purchase decision about the product by the consumer. For achieving this objective, the question framed is “**My Society culture affect my behavior**”.

The table below depicts the influence of cultural factors.

Table 4. 13 My Society culture affect my behavior

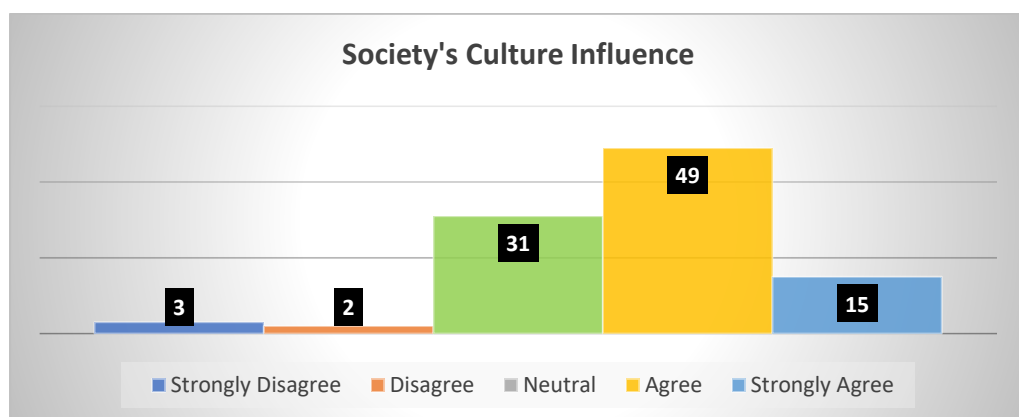
	Frequ ency	Perce nt	Valid Percent	Cumulative Percent

Valid	Strongly Disagree	3	3.0	3.0	3.0
	Disagree	2	2.0	2.0	5.0
	Neutral	31	31.0	31.0	36.0
	Agree	49	49.0	49.0	85.0
	Strongly Agree	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Source: Author's work

From the above table it can be understood that 15 respondents strongly agree and 49 respondents agree to the fact that their buying behavior is influenced by their society's cultural. It can also be observed that 31 respondents have reported that they are neutral, and the society's culture may or may not have an effect on their buying behavior. Whereas, only 2 respondents disagree and 3 strongly disagree with the society's culture being the factor influencing their buying behavior.

figure 4. 21 Society's Culture Influence



Source: Author's work

Interpretation

From the above graph it can be interpreted that society's culture does have an effect on the buying behavior of the consumer as majority of the respondents (64%) have agreed with the reason to be true.

Objective-4

To analyse the influence of price on consumer's buying behavior.

Under this objective the researcher tries to analyze the influence of price in the buying behavior of the consumer of Patanjali Products. For achieving this objective, the question framed is **“Price of the products determines the things I buy”**

In the below table, influence of price affecting the behavior of the consumer has been studied using 5 point Likert scale.

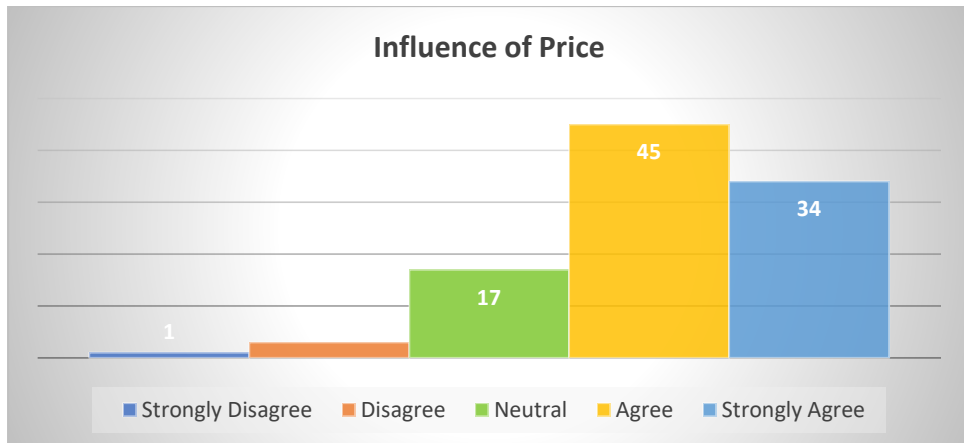
Table 4. 14 Price of the products determines the things I buy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	3	3.0	3.0	4.0
	Neutral	17	17.0	17.0	21.0
	Agree	45	45.0	45.0	66.0
	Strongly Agree	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Source: Author’s work

From the above table it can be concluded that, 34 respondents strongly agree with the fact that their purchase decision will be affected by the pricing of the product. It is also observed that 45 respondents agree for the same reason that price influence their buying behavior. Only 17% of them are neutral which means they are unsure and their decision of purchasing the product may be influenced by some other factors along with price. It is only 3 respondents disagree and 1 of them strongly disagree with the reason that pricing of the product influences their purchase making decision. It can be clearly understood with the help of the following graphical representation.

figure 4. 22 Influence of Price



Source: Author’s work

Interpretation

From the above graph it can be interpreted that majority of the consumers i.e. 79% of the respondents have reported that they are price sensitive and would change their purchasing decision for the product if the prices of the products change.

Objective-5

To Examine the influence of social factors on the buying behavior of the consumer’s

Under this objective the researcher tries to understand the influence of Family members & reference group on the buying behavior of the consumers. The questions formed to analyse this objective are:

“Q1- My family are the most influential people that affect my buying behavior”

“Q2- I care about people opinions when I buy things”

The graphical representation and interpretation for the same is given here underneath:

Influence of the Family Members

The following table gives the details about the influence of the family members on the purchase related decision making for Patanjali Products by the consumers.

Table 4. 15 My family are the most influential people that affect my buying behavior

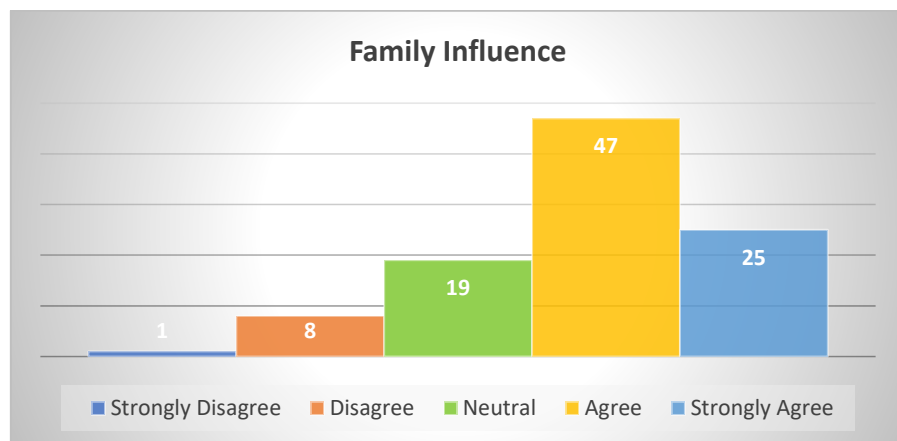
	Frequ ency	Percent	Valid Percent	Cumulative Percent

Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	8	8.0	8.0	9.0
	Neutral	19	19.0	19.0	28.0
	Agree	47	47.0	47.0	75.0
	Strongly Agree	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Source: Author's work

From the above table it can be observed that 25 respondents strongly agree that family people play a major role in influencing their buying behavior pertaining to a product. It can be seen that 47 respondents have also agreed for the same thing. Very few of the respondents (19) have reported that they are neutral when arriving at a decision influenced by their family people. Only 8 respondents have disagreed and 1 of the respondents have strongly disagreed for the fact that their buying behavior is mostly influenced by their family members. The graphical presentation for the same is given as below:

figure 4. 23 Family Influence



Source: Author's work

Interpretation

From the above graph it can be interpreted as, for majority of the respondents (72%) family members play a major role in influencing their buying behavior.

Influence of Reference Group on Buying Behavior

The following table represents the influence of the reference group on the buying behavior of the consumers of Patanjali Products.

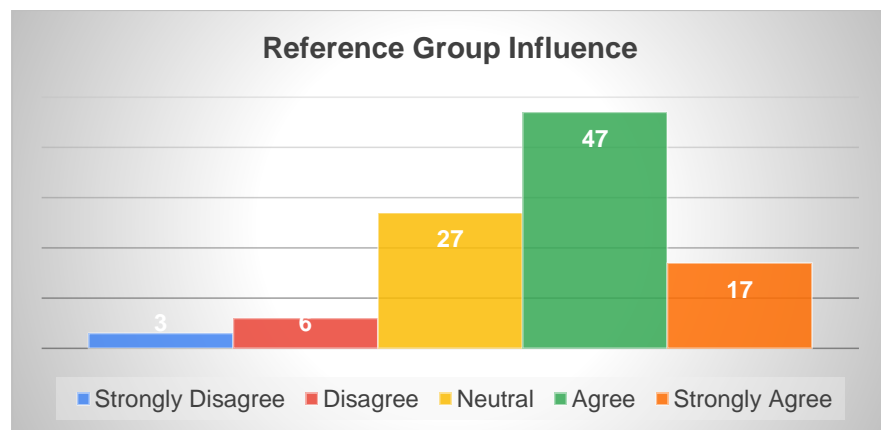
Table 4. 16 I care about people opinions when I buy things

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	3.0	3.0	3.0
	Disagree	6	6.0	6.0	9.0
	Neutral	27	27.0	27.0	36.0
	Agree	47	47.0	47.0	83.0
	Strongly Agree	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

Source: Author's work

From the above table it can be concluded that for 17 respondents, opinion of their reference group matters the most, also 47 respondents have agreed for the same reason for influencing their buying behavior. Only 27 respondents are neutral, which shows that they are unsure with the fact of being influenced by the reference group while making purchase decision. It is only 6 respondents that have disagreed and 3 who have strongly disagreed for the same reason.

figure 4. 24 Reference Group Influence



Source: Author's work

Interpretation

It shows that for majority of the respondents (64%), opinion of their reference group has an influence on their buying behavior.

Looking at the interpretation of both the question under social factors, it can be clearly seen that social factors play an important role in affecting the buying behavior of a consumer while purchasing a product. It can also be concluded that out of the two social factors taken into consideration for the study, influence of family is exerted more in comparison with the reference group while making purchases.

Objective-6

Influence of Personal Factors in buying behavior of the consumer

Under this objective the researcher aims to find out the influence of age, economic condition and personality on the buying behavior of the consumer. The questions framed to measure the influence of personal factors are :

“Q-1 My age determines the things I buy”

“Q-2 I consider my financial condition during shopping”

“Q-3 I only buy products that suit personality”

The analysis and interpretation for it is given here underneath

Age as a factor to influence the buying behavior

The below table represent the responses collected for determining whether age is the influencing factor affecting the buying behavior of the consumer.

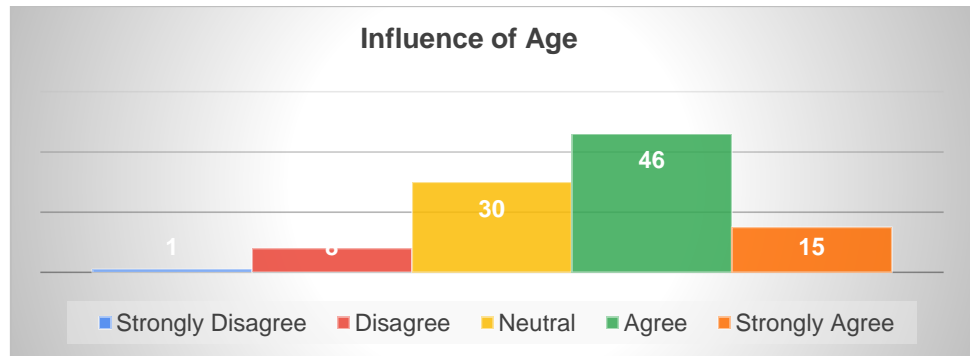
Table 4. 17 My age determines the things I buy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	8	8.0	8.0	9.0
	Neutral	30	30.0	30.0	39.0
	Agree	46	46.0	46.0	85.0
	Strongly Agree	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Source: Author's work

From the above table it can be concluded that 15 and 46 respondents have Strongly agreed and agreed with the fact that age is factor which is having influence on the buying behavior of the consumer. It also depicts that 30 respondents are neutral for the same. Only few of the respondents have disagreed (8) and strongly disagreed (1) that price being the reason influencing their buying behavior.

figure 4. 25 Influence of Age



Source: Author's work

Interpretation

From the above graph it can be concluded that majority of the respondents (61%) agree that age is the factor influencing their purchase making decisions.

Influence of Economic Condition

The following table represent the influence of the economic condition on the buying behavior of Patanjali Products.

Table 4. 18 I consider my financial condition during shopping

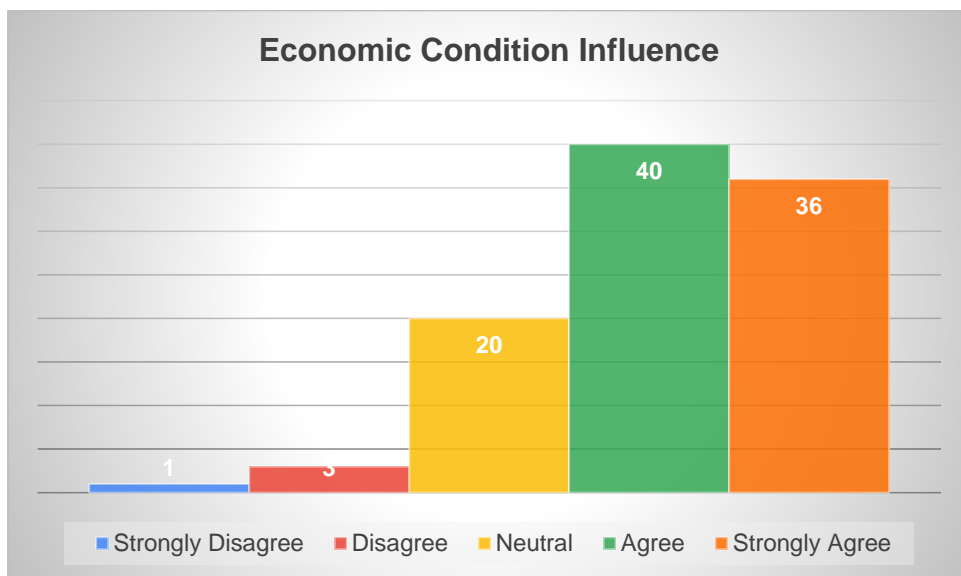
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	3	3.0	3.0	4.0

	Neutral	20	20.0	20.0	24.0
	Agree	40	40.0	40.0	64.0
	Strongly Agree	36	36.0	36.0	100.0
	Total	100	100.0	100.0	

Source: Author's work

From the above graph it can be interpreted as, majority of the respondents (40) agree with the fact that their economic condition affects their buying behavior, also 36 respondents strongly agree with the same. It can also be observed that 20 respondents are neutral about the same and only 3 respondents disagree and 1 strongly disagree that economic condition influences their purchasing decision.

figure 4. 26 Economic Condition Influence



Source: Author's work

Interpretation

It can be interpreted from the above graph that for 76% of the respondents report that their economic condition plays a significant role in influencing their buying behavior.

Influence of Personality on Buying Behavior

The following table represents the influence of personality on the buying behavior of the consumers.

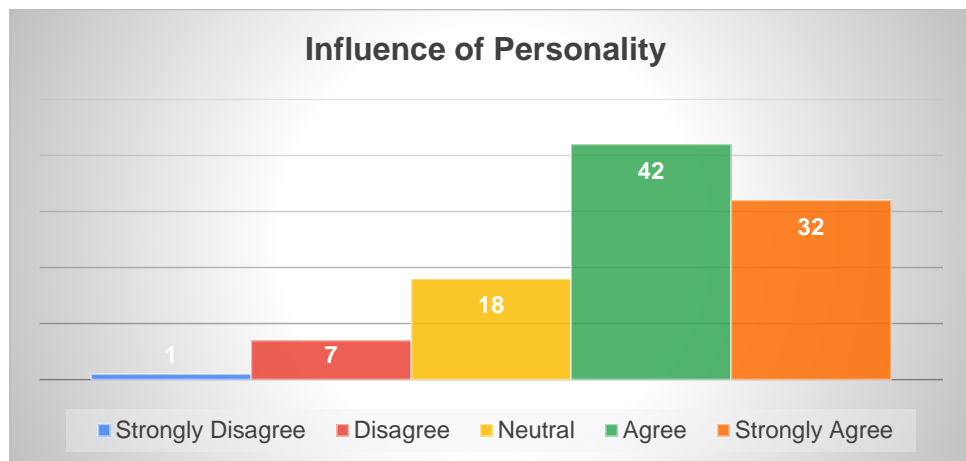
Table 4. 19 I only buy products that suit personality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.0	1.0	1.0
	Disagree	7	7.0	7.0	8.0
	Neutral	18	18.0	18.0	26.0
	Agree	42	42.0	42.0	68.0
	Strongly Agree	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Source: Author's work

From the above table it can be observed that 32 respondents have strongly agreed and 42 respondents have agreed to the fact that their personality plays a significant role in influencing the buying behavior. It is also observed that 18 respondents are neutral about it. Whereas, 7 disagree and 1 respondent have strongly disagreed about the same.

figure 4. 27 Influence of Personality



Source: Author's work

Interpretation

From the above graphical representation, it can be concluded that majority of the respondents purchase making decision are influenced by their personality.

Finally, it can be concluded that out of the three Personal factors i.e. Age, Economic condition and Personality, it is economic condition (76%) which has a greater influence on the buying behavior of the consumer.

Objective- 7

To examine the influence of promotional schemes in making consumer switch for different brand.

Under this objective the researcher tries to analyze the influence of promotional scheme like getting discounts on some well-known brand with the demand of Patanjali Products. For achieving this objective, the question framed is **“I often change to another product if I get discounts on some well-known brands”**

In the below table, the product switching behavior of the consumer has been studied for the products of Patanjali Brand using 5 point Likert scale.

Table 4. 20 I often change to another product if I get discounts on some well-known brands

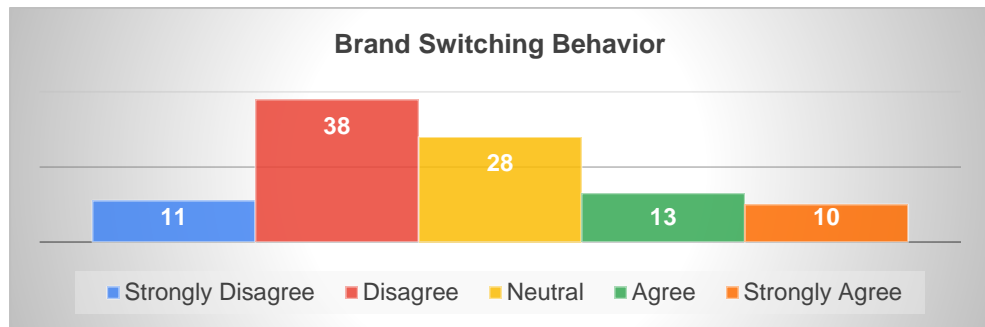
		Frequency	Percentage	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	11.0	11.0	11.0
	Disagree	38	38.0	38.0	49.0
	Neutral	28	28.0	28.0	77.0
	Agree	13	13.0	13.0	90.0
	Strongly Agree	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Source: Author's work

From the above table, it can be observed that 38 respondents disagree that they will not switch to the product of another brand even if they get any promotional offer like getting discount with the other brand. The same is followed by 11 respondents who strongly disagree to switch to some other brand. It also shows their loyalty towards the brand. It is also observed that 28 respondents are neutral considering about the promotional schemes which means they are unsure about their decision. Only 23% of the respondents

agree and strongly agree to switch to some other brand if they get any promotional offer like discounts. It can be easily understood from the graphical presentation given as below:

figure 4. 28 Brand Switching Behavior



Source: Author's work

Interpretation

From the above graphical representation, it can be clearly understood that majority of these respondents i.e. 49% of the respondents are not going to switch their brand whereas, 28% of them are neutral which can be because of the low price charged for the Patanjali products and due to the products being organic (chemical free) they may find it difficult to switch to some other well-known brands. It is only 23% of them who agree to switch to some other well-known brand if they get any promotional scheme like discounts.

Objective- 8

Quality of Patanjali Products

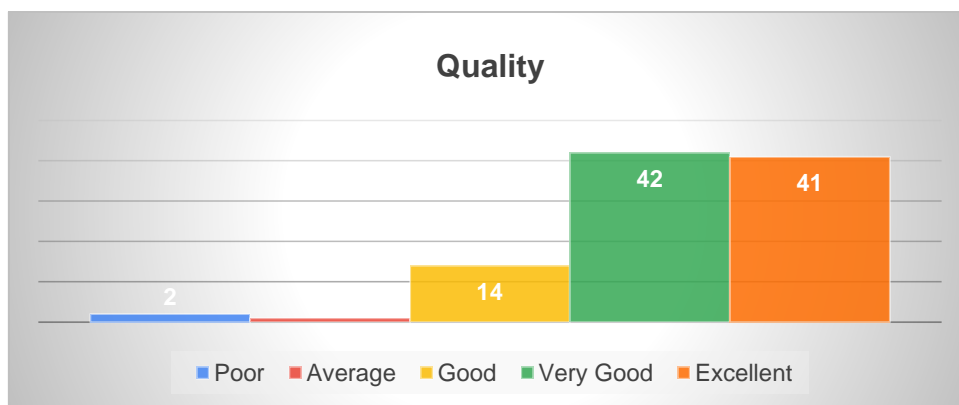
<i>Table 4. 21 Rate the quality of Patanjali products.</i>					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Poor	2	2.0	2.0	2.0

Valid	Average	1	1.0	1.0	3.0
	Good	14	14.0	14.0	17.0
	Very Good	42	42.0	42.0	59.0
	Excellent	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Source: Author's work

From the above table it can be interpreted as 41 respondents have reported that the quality of Patanjali product is excellent, 42 respondents have claimed the quality to be very good. It can also be seen that 14 respondents have stated that the quality of Patanjali product is good. Only 1 respondent have mentioned the quality as average and 2 of the respondents have stated the quality as poor. Graphical representation for the same is as below:

figure 4. 29 Qulaity of Patanjali Products



Source: Author's work

Interpretation

From the above graph it can be concluded that majority (97%) of the respondents have given a positive feedback about the quality of the Patanjali products.

Objective- 9

Loyalty for Patanjali Products

The following table depicts about the loyalty of the respondents towards Patanjali Products.

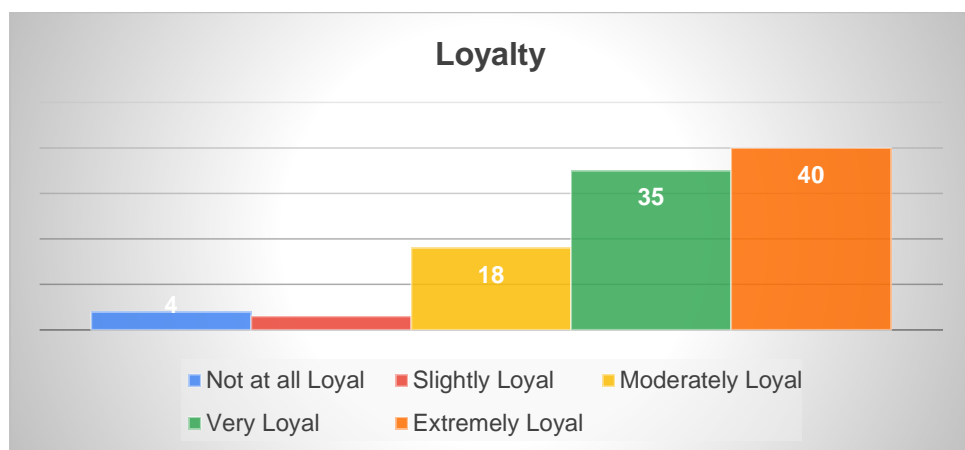
Table 4. 22 How loyal you are towards brand Patanjali?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all Loyal	4	4.0	4.0	4.0
	Slightly Loyal	3	3.0	3.0	7.0
	Moderately Loyal	18	18.0	18.0	25.0
	Very Loyal	35	35.0	35.0	60.0
	Extremely Loyal	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

Source: Author's work

From the above table it can be inferred that 40 respondents have mentioned that they are extremely loyal towards Patanjali Brand, 35 respondents have claimed to be very loyal and 18 respondents are moderately loyal. Only 3 respondents are slightly loyal and 4 of the respondents are not at all loyal towards Patanjali Brand.

figure 4. 30 Loyalty



Source: Author's work

Objective- 10

To Understand the satisfaction level of consumer towards Patanjali Products

Under this objective the researcher tries to understand the level of satisfaction acquired by the consumer after utilizing Patanjali Products. For achieving this objective, the question framed is **“Overall, how satisfied are you with the Patanjali products?”**

In the below table, the satisfaction level of the consumer has been obtained for the products of Patanjali Brand using 5 point Likert scale.

Table 4. 23 Satisfaction level

Satisfaction level	Frequency
Not at all Satisfied	3
Slightly Satisfied	2
Moderately Satisfied	14
Very Satisfied	29
Extremely Satisfied	52
Total	100

Source: Author’s work

From the above table it can be concluded that majority of the respondents which is 52, are extremely satisfied with the products of Patanjali Brand. Moreover, 29 respondents are very satisfied. Whereas, 14 respondents are moderately satisfied, 2 slightly satisfied and 3 of respondents not at all satisfied. The graphical representation for the same is given as below:

figure 4. 31 Satisfaction Level



Source: Author’s work

Interpretation

Looking at the graphical representation in the above figure, it can be interpreted as, 81% i.e. majority of the respondents are satisfied with the products of Patanjali Brand and only 3% of the respondents are not at all satisfied.

Research Hypothesis

According to the findings, a number of factors influence an individual's decision-making and, as a result, influence consumer purchasing behavior. The analysis was conducted for the factors under consideration to determine the significance of the key factors among those taken under study. Furthermore, the statistical technique used is factor analysis using the Principal Component Analysis, carried out using SPSS software. The following are the elements:

- 1) Advertisement (Source of Information)
- 2) Place of Purchase
- 3) Society Culture
- 4) Age
- 5) Economic Condition
- 6) Personality
- 7) Price
- 8) Family influence
- 9) Reference Group
- 10) Promotional Offers
- 11) Quality

Hypothesis

Null Hypothesis (H₀) : There is no significant difference between various factors affecting consumer buying behavior for Patanjali products.

Alternative Hypothesis (H1) : There is significant difference between various factors affecting consumer buying behavior for Patanjali products.

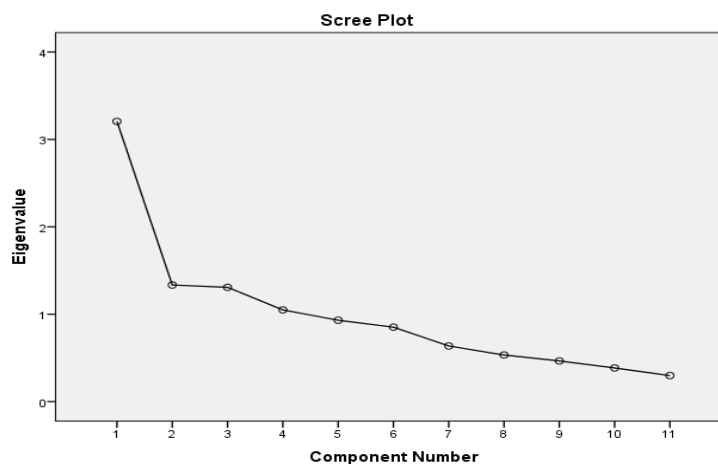
The KMO and Bartlett's test is being used to ensure goodness of fit, and the result of 0.730 indicated that the sample is adequately suitable for the test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.730
Bartlett's Test of Sphericity	Approx. Chi-Square	233.437
	Df	55
	Sig.	.000

Source: Author's work

The null hypothesis is rejected because the significance level is less than 0.05, and the alternative hypothesis, that there is a substantial difference between various factors affecting consumer buying behavior for Patanjali product, is accepted.

figure 4. 32 Scree Plot



Source: Author's work

To demonstrate the most significant influencing variables scree plot is constructed and the variable with a value greater than 1 Eigenvalue are the selected factors under the study.

<i>Table 4. 25 Rotated Component Matrix^a</i>				
	Component			
	1	2	3	4
Society culture	.184	.285	.563	-.070
Economic Condition	.143	.801	-.115	.136
Price	.235	.818	.114	-.127
Family Influence	.632	.496	.208	-.022
Reference Group	.761	.084	.192	-.234
Age	.814	.043	-.247	.108
Personality	.725	.288	.127	-.038
Promotional Schemes	.014	.166	.124	.721
Quality	.172	.124	.233	-.725
Advertisements	-.059	-.057	.741	-.040
Place of Purchase	.095	-.254	.516	.443
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 6 iterations.				

Source: Author's work

<i>Table 4. 26 Communalities</i>		
	Initial	Extraction
Society culture	1.000	.437
Economic Condition	1.000	.694
Price	1.000	.754
Family Influence	1.000	.689
Reference Group	1.000	.678
Age	1.000	.737
Personality	1.000	.627
Promotional Schemes	1.000	.563
Quality	1.000	.625
Advertisements	1.000	.557
Place of Purchase	1.000	.536
Extraction Method: Principal Component Analysis.		

Source: Author's work

Table 4. 27 Component Transformation Matrix

Component	1	2	3	4
1	.767	.593	.201	-.139
2	.004	-.093	.730	.677
3	-.023	-.345	.614	-.709
4	-.641	.722	.223	-.137

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

Source: Author's work

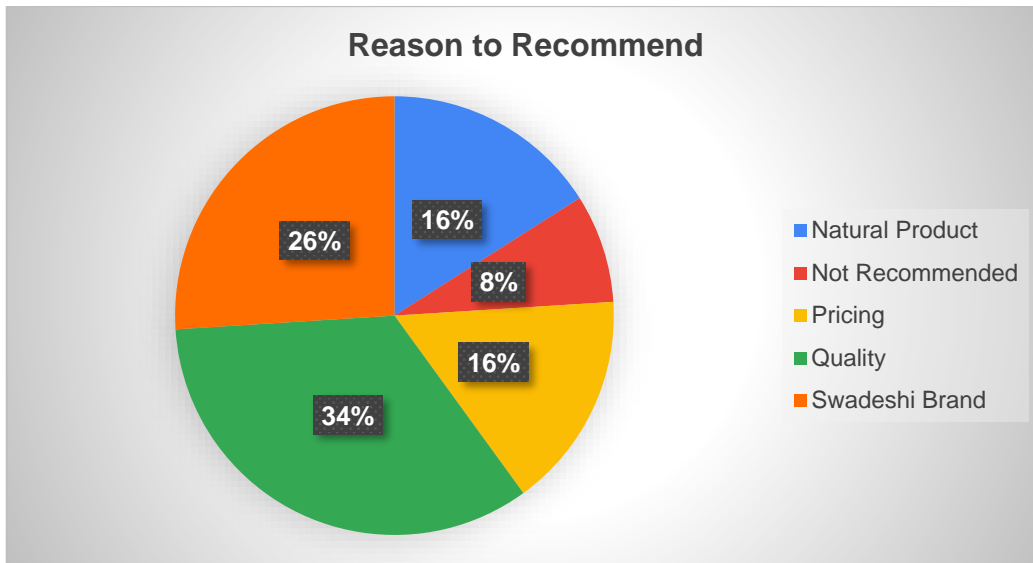
Interpretation

The above table shows that as per the data collected, Price, Age, Economic Condition & Family Influence are the most significant extractions. It was thus found that the Price, Age, Economic Condition & Family Influence are the most significant factors influencing the buying behavior of the consumer for Patanjali Products. Taking into consideration these important factors a consumer under the survey of 100 sample, makes a decision about purchasing the products of Patanjali brand. Thus examining the hypothesis, it can be concluded that there is a significant difference between the attributes that help in making decision about purchasing a product of Patanjali Ayurved.

Reasons for recommending Patanjali Products

At the last of the researcher questionnaire, a question is framed to know as to why the customers would recommend the products of Patanjali brand to others. As seen above there are various factors which affect the buyer preference for making a purchase of different Patanjali Products. The analysis & interpretation is as under:

figure 4. 33 Reason to recommend



Source: Author's work

From the above graphical presentation it can be concluded that majority (34%) of the respondents have recommend the Patanjali products because of its superior quality. It can also be observed that (26%) of the respondents have recommended the product because of it being an Indian Brand (Swadeshi Brand). Also it can be seen that the respondents have recommended the Patanjali Brand products because of its reasonable Pricing (16%) and chemical free nature of the products (16%) (Natural Product). Whereas, only (8%) of the respondents have not recommended to go for Patanjali Brand Products.

5 Results and Discussion

The Buying Behavior of the consumer for Patanjali Products in Gujarat Region is analysed using primary data collected with the help of the semi-structured questionnaire. The data collected is analysed and interpreted using Ms-Excel for graphical presentation and SPSS software for statistical analysis using Cronbach Alpha reliability statistics, Multi-response analysis and Factor component analysis technique. The findings would be helpful for the company to know as to what are the factors that influence the purchase decision of a consumer and how to overcome these factors by drafting appropriate marketing strategies. The findings and key concerns for the company are listed below for knowing customers purchase behavior and develop their marketing campaigns accordingly.

A large portion of the participants in the sample is made up of males (58%). Participants contributing majority (54%) to the survey belong to the age group of 20-30, that comprises of the youth population. As survey is conducted only in Gujarat region, majority of the respondents are from Ahmedabad district (48%).

It is observed that majority of the respondents possess bachelor's degree (40%) followed by master's degree (39%). Most of the participants are salaried (38%) followed with professionals (25%). As it can be seen that majority of the respondents are from working background their income level is above 20,000 (61%).

It is found that product preferences are affected by the age of the respondent majorly as the people belonging to the different age groups are preferring majorly as the people belonging to the different age groups are preferring different other products of Patanjali Ayurved.

Patanjali is a well-known brand in India, it can also be seen in the survey that most of the respondents (99%) have used Patanjali products and of which only 8% of the respondents have reported a problem faced by them.

Frequency of purchasing Patanjali product is monthly and at the time of window shopping, both of them account to 65% of sales.

Advertisements (68%) are found to be the most influencing factor for making consumers aware about the products of Patanjali and the most preferred place for purchasing them are Patanjali shops (78%).

Gender-wise food products are the most preferred products by males, while female participants are found to prefer Beauty care products mostly. As the youth now a days is considered foodie and beauty conscious, the something is revealed in the study under age-wise product preference. Most preferred products by the age group of 20-30 is Food (16%) and Beauty Care Products (18%).

Patanjali's product are Made in India (77%) that is the reason that patanjali products are generally preferred by all income groups and even in un-married individuals. Be it Food products or Beauty care products both of them are the most preferable among all other available products of the brand.

Products of Patanjali are well known for being Organic (82%) i.e. chemical free with natural ingredients and no side effect,

It is observed from the study the price plays an important role while making selection of a particular brand, products of Patanjali brand are considered to be reasonably priced and of good quality than some other well-known brand prevalent in the market. Thus it can be

conclude that reasonable pricing with good quality, swadeshi brand and chemical free products are the attributes of the products of Patanjali brand.

The quality of patanjali product is at par, which can be concluded on the basis of the respondents feedback as majority (83%) of the respondents have claimed that the products are of very good to excellent quality.

It can be concluded from the survey that respondents have recommended the Patanjali Products for its Superior quality, Swadeshi Brand, Pricing and it being a Natural Product.

It is observed that majority (81%) of the consumer of the Patanjali products are very much satisfied with the brands product and are loyal towards the brand.

Even any promotional scheme like discount with some other well-known brand, won't affect the brand preference leading to switch.

Advertisements by Baba Ramdev have no major influence over the consumers.

It is found economic condition of the respondents and Family Influence are the major factors that influence the decision of a consumer as to what to purchase, why to purchase a product, when to purchase a product and from where to purchase a product.

6 Recommendations

- 1) Patanjali Ayurveda produces ayurvedic consumer goods. The company is one of the world's fastest rising consumer's brand in India. Taking into account the rigorous review of the data and the findings and the results reported, the following suggestions were proposed:
- 2) The brand needs to focus on niche market based on the different age groups.
- 3) Advertising being the only major contributing factor in creating awareness among the customers about the Patanjali products, the brand should also focus on creating awareness through utilizing online medium.
- 4) In order to attract more customer Patanjali should try to give promotional offers for making purchases through online mode.
- 5) Making improvements and adding range of product varieties in medicines and detergent would help the brand to attract new customer with product diversification.
- 6) Patanjali should also try to implement changes in their packaging and to make it attractively appealing to the customers.
- 7) It needs to introduce more variety of products and making it easier for the customers to access them.
- 8) It should indulge into tie-ups with various selling and distribution partners to increase their market coverage.
- 9) In the current market situation, the customer redressal forum is very important. But such a forum in Patanjali has not been created.

7 Conclusion

The study results indicate that the purchasing choice of the commodity is based on several important considerations. Customer awareness of a brand is rarely based on the satisfaction the buyer gets as he pays for the product and the advantages that the consumer seeks. In the analysis above, the price of the commodity is met for a significant proportion of the buyer. There is doubtlessly Patanjali is a problematic drive in the FMCG space and is a solid risk for the occupants, yet Patanjali has its difficulties as Multinational corporations (MNEs), who strive to extend their goods into the ever wider spectrum of markets worldwide, increase their role in the lives of more and more customers. A political relationship with any political gathering is a twofold edged sword as a change in political administration implies terrible news. When economies evolve and grow, Patanjali must be able to pick the best path to join markets to be competitive. As markets develop, they need to have the right approach.

Once the buyer has paid for the product, the customer's opinion of the brand hardly is based on a satisfactory valuation. A substantial part of the buyer is delighted with the fair cost of the commodity in the analysis described above. That could be because of the product's potential to fix issues. Customers are retained with pleasure. But the opponents should not be ignored. Since it is equally necessary to have existing clients and to get the new clients. This thesis has provided many important results and has added to the literature. It opens up new branding opportunities and aims to provide a new outlook on the FMCG industry. At present, Ayurved / Herbal and chemical firms have competed for the Indonesian FMCG market as the brands Patanjali Ayurved Limited are meeting in this segment. Guru Ramdev's flagship brand patanjali, also inside the Ayurvedic market, put a limited time over Dabur, the Himalayas and most of the others.

Patanjali products are readily available, cost efficient and customer-friendly and also have no complications. The result is that the customer who know about the goods, the right price and the opportunity to repair them, are highly pleased with patanjali products. Patanjali offers products of extremely high quality at a lower price than the brand name. Many customers like Patanjali because of its consistency, and with the message of spreading 'Ayurveda' and 'health and safety,' it can be a very effective means of marketing, which is

why the brand can do magic with its simple but effective packaging. Patanjali goods are reasonably priced. Based on the study's findings, it can be inferred that Patanjali products have acquired a substantial market share and a large number of customers due to their consistency, price, range, loyalty, and position.

In relation to the US market, which is dominated by a few major players, India's FMCG market is extremely fragmented. As a result, releasing and increasing market share around a product is incredibly difficult.

In addition, the Indian people want a higher return on their savings. As a result, the game is actually all about establishing a price point. Setting up logistics and distribution chains raises a variety of difficulties, which are being resolved by extending and developing the current network of railways, roadways, and other modes of transportation to promote the flow of goods around the world.

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9 Appendix

Questionnaire On A Study on Brand Perception by Consumers towards Patanjali Products

Hello. My name is Hansal Shah and I am doing an independent study on consumer buying behavior towards Patanjali products as a part of my master's degree. Please take time and share your valuable opinions and experience my completing the questionnaire below. I assure you that the responses collected through this questionnaire is just for gaining insights for the study and these responses will be kept confidential and will not be shared to any other sources.

1. Name:		
2. Gender:	Male	Female
3. Age:	Below 20	20 – 30
	30 – 40	Above 40
4. Which district do you belong to?		
Please Specify:		
5. Education Qualification:		
	HSC	Graduation
	Post-Graduation	Professional
6. Marital Status:		
	Married	Unmarried
7. Occupation:		
	Student	Business
	Salaried	Professional
	Homemaker	Others
8. Income:		
	Less than 5000	5000-10000
	10000-20000	Above 20000

9. Are you aware about the products of Patanjali Brand?	
Yes	No
10. Have you used any product of Patanjali Brand?	
Yes	No
11. Have you faced any problem while using the product?	
Yes	No
12. What are the Sources of Information about Patanjali Products? Please select the dominant one.	
Advertisement	
Friends & Relatives	
Online	
Magazines	
Other	
13. Amongst the available products of the Patanjali Brand, which product you prefer the most?	
Hair Care Products	
Beauty Care Products	
Food Products	
Detergent	
Medicines	
14. From where do you prefer to purchase Patanjali products?	
Patanjali Shop	
Online	
Super Market	
Departmental Store	

15. Please Rate the following statements as per their influence in your buying behavior.				
Reasons				
5-Strongly Agree	4-Agree	3- Neutral	2-Disagree	1-Strongly Disagree
My Society culture affect my behavior				
I care about people opinions when I buy things				
I consider my financial condition during shopping				
Price of the products determines the things I buy				
My family are the most influential people that affect my buying behavior				
I care about people opinions when I buy things				
My age determines the things I buy				
I only buy products that suit personality				
I often change to another product if I get promotional schemes on some well-known brands				
16. How frequently do you buy Patanjali products?				
Daily				
Weekly				
Fortnight				
Monthly				
At the time of window shopping				
17. Rate the Quality of the Patanjali Products.				
1				
2				
3				
4				
5				
18. What are your reason for preferring Patanjali Products? Give the score from the below scale.				
5-Strongly Agree 4-Agree 3- Neutral 2-Disagree 1-Strongly Disagree				
	Reasonable Price			
	Good Quality			
	Trust			
	Natural Product (Chemical Free)			

	Variety of Products
	Availability of Products
	No side effects
	Swadeshi Brand
	Packaging
	Baba Ramdev
	Others (Please Specify) _____
19. How loyal you are towards brand Patanjali? Rate it on a scale of 1-5 (Where 1 represents not at all loyal and 5 represents very much loyal)	
1	
2	
3	
4	
5	
20. Overall, how satisfied are you with the Patanjali products on a scale of 1-5 (Where 1 represents being the least satisfaction and 5 represents highest satisfaction)	
1	
2	
3	
4	
5	
21. Why would you recommend to buy Patanjali products? Please specify	
Your Answer(Please specify)_____	