

Study On Consumer Awareness, Attitude And Preference Towards Herbal Products With reference to Patanjali

Prof: G.R.Joshi, M.Com, M.Phill.,

Assistant Professor Department of Commerce and Management Government First Grade College Shikaripura.

Pin- 577427 Shimoga dist.

Correspondence Author: Prof: G.R.Joshi

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I. INTRODUCTION

Consumer behavior encompasses a vast area including consumption pattern, consumer preferences, consumer motivation, and consumer buying process & shopping behavior. The purchase decision is influenced by various factors such as social, cultural, demographic, personal, economic etc. So for effective marketing, the marketer must know the basis of decisions taken by customers.

CONSUMER ATTITUDE AND BEHAVIOUR

As mentioned earlier, consumer buying pattern is directly evolved from the consumer behavior and its attitude. Many things combine to build up the behavior of any individual. The first thing which influences the consumer behavior and shapes it is his culture. Culture builds the strong perceptions of the products in the mind of the customers. According to Rai, 2013, there are several national and international brands which people recognized and have strong perception in their minds. These perceptions are pinched in their mind because of their culture, life styles and surroundings. Also advertisements have very important role in shaping the consumer behavior. Advertisements are the source of motivation which forces them to buy a particular product. Advertisements are also a source of building trust. Consumer is induced significantly if he is looking for the quality and prices of the products. Purchase attitude can also be build up by product evaluation and brand recognition.

Consumers in all over the world are attracted towards the brand and products which are emotionally attached with their behaviors. Studies found that emotional attachments put a huge influence on the customers and their buying behavior as people tend to associate themselves with the brand.

Consumer Behaviour

The term consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items, That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it and how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose it.

CONSUMER PURCHASE DECISIONS

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics.

MARKETING

Philip Kotler and Gary Armstrong define "marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. To explain this definition, we will examine the following important terms; needs, wants, and demands; products; value, satisfaction, and quality; exchange, transaction, and relationships; and market.

CONSUMER MARKET

The consumer market consists of all the individuals and households who buy or acquire goods and service for personal consumption. The simplest model of consumer buyer behaviour is the stimulus- response model. According to this model, marketing stimuli (the 4 Ps) and other major forces (economic, technological, political, and cultural) enter the consumers "black box" and produce certain responses.

The dynamics of consumer behaviour and the consumer market, consumer buying behaviour refers to the buying behaviour of final consumer individuals and households who buy goods and services for personal consumption. All these are found in the consumer market.

OBJECTIVES:-

- 1) To determine the reason why people are using herbal products.
- 2) To study the brand preference of 'Patanjali' in customer view.
- 3) To study the brand perception of 'Patanjali' in the minds of consumer

II. RESEARCH METHODOLOGY

The study is descriptive in nature. This study describes the customer retention and satisfaction level towards selected herbal products. The present study is based on primary data collected through questionnaire administered on 100 male and female respondents using herbal products in Shikaripura city only. All the relevant information was obtained by conducting the interview of customers with the help of pre tested and structured questionnaire. To achieve the objective of the study, collected data has been analyzed by percentage method.

III. REVIEW OF LITERATURE

Jai Singh Parmar (2007) conducted a study on understanding the demographic factors that influence the use of cosmetics namely age, occupation and income in the town. It was also found that brand switching was common among cosmetic users, especially when their regular brand was not available. The study also showed that users preferred either home made or herbal cosmetics rather than synthetic cosmetics.

Urvashi Makkar et al. (2007) observed that the increasing size of the middle class population in India, representing a growth of disposable income, has led to an increase in the demand for cosmetics. The customers have a strong positive attitude towards herbal cosmetics and these consumers are more inclined to purchase higher-priced products.

Tarang Vaish(2006) observed that most of the customers are brand loyal. There is an emerging trend towards the purchase of herbal products, which are perceived to be less harmful, as compared to chemical-based cosmetics. It is fast catching up among the youth (18-24years).

In their study on women's buying behavior of personal care products, Sundari and Murugan (2011) revealed that the factors influencing purchase decision of personal care products are "primary benefit" and "secondary benefit". The primary benefit includes price, quality, and quantity. However, the "secondary benefit" includes ingredients of the product, the purpose of the product, innovative features, manufacturer's reputation, and certification of the product.

According to the study conducted by Ashok Yakkaldevi (2013) on the consumer behavior towards cosmetics apart from psychology and economics the role of history and tradition in shaping the Indian consumer behavior is quite unique. Consumers are also associated with values of care and affection.

Debiprasd Mukherjee (2012) conducted a study entitled „Impact of celebrity endorsement on Brand Image“. This study shows that consumers report higher self-brand connection for brands with images that are consistent with the image of a celebrity that they aspire to be like, particularly in the case when the image of the celebrity and the brand match. **Kisan Shivajirao Desai (2014)** stated that "A study on Consumer Buying Behaviour of Cosmetic Products in Kolhapur", The research attempts to study the consumer buying behavior of cosmetic products in an Indian settings , specifically with reference to Kolhapur .The purpose of this paper is to investigate the various factors that has impact on buying decision of consumers. In this paper, respondents were selected by convenient sampling method and data was analyzed and interpreted with the help of statistical techniques. The study reveals that different factors have significant influence on buying behavior. This study also contributes to the knowledge of how cosmetic companies will be able to understand buying habits of the consumers.

PROFILE OF PATANJALI

Patanjali Ayurved Kendra Ltd was founded by Swami Ramdev and Acharya Balakrishna on September 27th, 2007. It started its operation in Katmandu, Nepal to provide holistic, natural and effective ayurvedic treatment. Patanjali Ayurved Limited (PAL) has three manufacturing units at Haridwar, Uttarakhand with its registered office in New Delhi. The initial project of Ramdev was his Patanjali Yogpeeth and since its

inauguration in 2006, it has been labeled as one of the largest centers for research on yoga and ayurveda in the world.

The central government and Patanjali had invested INR ~million and INR ~ million respectively, in the Food and Herbal Park at Haridwar. It has been estimated that ~ individuals will get direct employment and two lakh people will benefit indirectly from the park. The park will produce agricultural products, products related to nature and products related to herbs and plants. The food park has the current capacity to produce ~ tons per month of food and supplements, ~ tons per month of juices and candies, ~ tons per month of cosmetics and herbal products. It requires 1.72 lakh metric tons per year of raw material as an input. As part of the company's future strategy to increase supply and target a larger customer base, PAL plans to set up manufacturing units in each state with an investment of INR 500 million to INR 1,000 million.

The growing demand for organic products and rising health concerns have caused individuals to prefer detergents, soap and hand wash without any added chemicals. Future estimates indicate the growth in this category, however, it has been forecasted that toiletries will contribute ~% to Patanjali's overall revenue. Hair oil and Patanjali's shampoo are expected to boost the revenues generated from the hair care segment and is projected to contribute ~% to Patanjali's overall revenue. Majority of revenue generated by the hair care segment comes from the northern region of the country. The rising demand for herbal and organic products will see an augmenting demand for Patanjali's toothpaste in the future, especially from the rural market and this is expected to boost revenues of this segment to INR ~ million by FY'2020. On the assumption that Patanjali will manufacture and sell new lines of body lotion and face wash, targeting men and children will help further boost the contribution of the body care segment to Patanjali's overall revenue with a share of ~% by FY'2020.

Table – 01. Classification of respondents on Sex

	Frequency	Percent	Valid percent	Cumulative percent
Valid	1	1.0	1.0	1.0
Male	38	37.3	37.3	37.3
Female	63	61.8	61.8	62.7
Total	102	100.0	100.0	100.0

Source: Data collected through field survey.

The above table indicates that out of the total respondents 37.3% are male and 61.8% female. It indicates that females are more attracted to herbal products.

Table – 02. Classification of respondents on qualification

	Frequency	Percent	Valid percent	Cumulative percent
Valid	1	1.0	1.0	1.0
Below degree	29	28.4	28.4	28.4
Degree	38	37.3	37.3	65.7
Above degree	34	33.4	33.3	100.0
Total	102	100.0	100.0	

Source: Data collected through field survey.

The table indicates that qualification also influences the use of herbal products. Out of the total respondents 37.3% are under degree holders, 33.3% are under above degree and 28.4% are under below degree. It shows that education also influences the buying of herbal products.

Table – 03. Classification of respondents on income

	Frequency	Percent	Valid percent	Cumulative percent
Valid	1	1.0	1.0	1.0
Below 10,000	27	26.5	26.5	26.5
10,000 to 20,000	51	50.0	50.0	76.5
Above 20,000	23	22.5	22.5	100.0
Total	102	100.0	100.0	

Source: Data collected through field survey.

From the table indicates income influence on buying behavior of customer. Income is a main criteria for purchase of herbal products. Out of the total respondents 50% are under medium income categories, 26.5% are under 22.5% indicates high income group. From all the above information we conclude that medium income group people are like herbal products.

Table- 04. Classification of respondents on Purchases of Herbal products.

	Frequency	Percent	Valid percent	Cumulative percent
Valid	1	1.0	1.0	1.0
Pre-planned	31	30.4	30.4	0.4
Spot	70	68.6	68.6	100.0

Total	102	100.0	100.0	
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Source: Data collected through field survey.

The table-3 displaced that 68.6% of the respondents buy their herbal, products under spot decision and 30.4% of the respondents buy their herbal, products through their pre planning. It is also observed that majority of the herbal, products buyers buy their herbal, products only through their spot purchase.

Table No- 05. Classification of respondents on Preference on brand

	Frequency	Percent	Valid percent	Cumulative percent
Valid	1	1.0	1.0	1.0
Dabur	23	22.5	22.5	23.5
Himalaya	26	25.5	25.5	49.0
Patanjali	52	51.0	51.0	100.0
Total	102	100.0	100.0	

Source: Data collected through field survey.

The above table indicates that customer taste and preference for purchasing products. It shows that 51.0% of people are like Patanjali , 25.5% are liked Himalaya and 22.5% are liked Dabur it indicates that most of the people are liked Patanjali because of natural ingredients in the product.

Table- 06. Classification of respondents on Type of Product Preferred by Respondents.

	Frequency	Percent	Valid percent	Cumulative percent
Valid	1	1.0	1.0	1.0
Aurvedic	40	39.2	39.2	40.2
Chemical	41	40.2	40.2	80.4
Both	20	19.6	19.6	100.0
Total	102	100.0	100.0	

Source: Data collected through field survey.

From the table indicates 40.2% of the respondents preferred chemical based products, 39.2% of the respondents preferred aurvedic products and 19.6% of the respondents preferred both type of products. It means that today's consumers are changing their attitude towards more healthier & natural herbal products as a whole

Table- 07. Classification of respondents on Habit of Buying Herbal products.

	Frequency	Percent	Valid percent	Cumulative percent
Valid	1	1.0	1.0	1.0
Beauty shop	18	17.6	17.6	18.6
Departmental store	18	17.6	17.6	36.3
Medical store	14	13.7	13.7	50.0
Retail shop	51	50.0	50.0	100
Total	102	100.0	100.0	

Source: Data collected through field survey.

It is observed from the table-, that 50% of the respondents buy their herbal products in retail shop only. They never buy from Departmental store or Medical shop. 17.6 % of the respondents buy their herbal products only at Departmental store for their reasonable price structure. 13.7% of the respondents buy their cosmetics only from Medical shop. It is also observed that, the majority of the respondents viz 50% buy from retail shop.

Table- 08. Classification of respondents on Product use.

	Frequency	Percent	Valid percent	Cumulative percent
Valid	1	1.0	1.0	1.0
Deodorant	19	18.6	18.6	19.6
Face wash	30	29.4	29.4	49.0
Hair care	27	26.5	26.5	75.5
Shampoo	25	24.5	24.5	100.0
Total	102	100.0	100.0	

Source: Data collected through field survey.

The table indicates customer behavior towards use of products. From the above we conclude 29.4% of respondents are use face wash, 26.5% are Hair care, 24.5% are Shampoo and 18.6% are Deodorant. It clears that majority of Patanjali product user are liked face wash cream.

Table No. 09. Classification of respondents on Awareness of the Brand

	Frequency	Percent	Valid percent	Cumulative percent
Valid	1	1.0	1.0	1.0
Family	35	34.3	34.3	35.3
Friends	28	27.5	27.5	62.7
Newspaper	20	29.6	29.6	82.4
TV/Radio	18	17.6	17.6	100.0
Total	102	100.0	100.0	

Source: Data collected through field survey.

The table-exhibits that awareness of the brand-viz classification of the sample respondents. Out of the total sample respondents, 34.3% of the respondents come under the Family member, 27.5% of the sample respondents come under the Friends, 29.6% of the respondents come under the Newspaper, 17.6% of the respondents come under the TV & Radio. It is also observed that, the majority of the respondents viz 34.3% belongs to family and 29.6% belong to Newspaper.

TURNOVER OF PATANJALI

Year	Turnover (in crores)
2010-11	317
2011-12	453
2012-13	841
2013-14	1184
2014-15	2006
2015-16	5000
2016-17	10561
2017-18	25000 (expected)

Sources: Vijaya vani newspaper

ADVANTAGES OF HERBAL COSMETICS

- Natural products
- Safe to use
- Compatible with all skin types
- Wide selection to choose from
- Fits your budget
- Not tested on animals

IV. CONCLUSION

From this article concludes that, the most of the respondents are aware about the herbal products. The people now are not considering the herbal as luxury. Most of the consumers feel that there were chemicals in herbal, which cause many side effects, and started switching over to ayurvedic based cosmetics. The herbal manufacturing company after realizing the need of the customers" started ayurvedic based cosmetics. This study enabled the manufactures to know the need and preference of the customers", which can be implemented by the manufactures to improve their products.

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