

CONSUMER AWARENESS AND PREFERENCE OF PATANJALI PRODUCTS

Dr. P. Anitha, Associate Professor & Head, PG Department of Commerce-CA, Nallamuthu Gounder Mahalingam College, Pollachi - 642001, India

Ms.V. Ruba, Assistant Professor Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi - 642001, India

ABSTRACT

In recent days living healthy is an important factor to every human being. But the products we consume are made of many chemical added preservatives, which is harmful to health. There is a need of awareness on products among the consumers which they consume. Patanjali product is an ayurvedic product with natural ingredients which is free from side effects. This study is carried out to find the consumers level of awareness on Patanjali Products and the factors influencing to prefer Patanjali Products. The study is based on both primary and secondary data. The study disclose that the consumers are well aware of 'Patanjali Tooth paste', and they prefer Patanjali product as it is 'Healthy' and 'Eco-friendly'.

Key Words: Ayurveda; Patanjali Products; Consumers level of Awareness, Preference

INTRODUCTION

Patanjali is one of the fastest growing FMCG firm in India. This tremendous growth in Patanjali makes awareness of ayurvedic products among consumers, who wants to lead a healthy life. Consumers prefer Patanjali products because it provides quality products using natural and avoiding chemical preservatives. Patanjali Ayurved limited produces healthy herbal products like Dental care, Food products, Cosmetics, Home Care products and so on. Patanjali products are Eco-friendly, and help to protect from chronic diseases.

REVIEW OF LITERATURE

S. Anupriya (2017) presented a paper titled "A Study on Consumers' Preference and Perception towards Patanjali products", with the objective to study the brand preference and satisfaction level of consumers after using Patanjali products. It is concluded that all the respondents prefer the product as it is chemical free and they are satisfied with quality and price of the product.

M. Banu Rekha and K. Gokila (2015) carried a study titled "Consumer Awareness, Attitude and preferences towards Herbal Cosmetics" with the object to know about consumer awareness and preferences towards herbal cosmetics and it is concluded that majority of the consumers are aware about herbal products and are moving towards herbal products mainly for its quality.

STATEMENT OF THE PROBLEM

Patanjali Ayurved began as a small pharmacy in Haridwar in 1997 and presently manufactures different products which includes Personal care, Home care, Food and Beverages, Health care, Nutrition and supplements. It is one of the fastest growing FMCG in India. It has captured a maximum market share in a short span of time when compared to giant rival companies. People are moving to the Herbal Ayurveda in order to get rid of the worst effect from technologically produced goods. Even though there are many companies which produces Ayurvedic products, patanjali ranks third followed by Dabur and Himalaya. In this context there arise question of i) What is the Patanjali product that the consumer is aware of?; ii) Why do consumers prefer Patanjali products?

OBJECTIVES OF THE STUDY

- ❖ To know the consumer's level of awareness on various Patanjali products.
- ❖ To examine the factors influencing consumers' preference for Patanjali products.

METHODOLOGY