

CONSUMER BUYING BEHAVIOUR AND PURCHASE INTENTION OF PATANJALI PRODUCTS

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Abstract

Background: The preference for products that provide total satisfaction while also protecting health reflects the fact that prospective consumers of this generation are becoming more health-conscious and attempting to improve their quality of life. When a buyer buys a product, they go through a purchasing behaviour process. **Purpose:** This research paper seeks to identify the factors that impact the purchasing decisions of customers in regards to Patanjali products. **Methodology:** Both primary and secondary data were collected through the utilisation of a Google Form survey. The primary data was obtained through the practise of convenient sampling from a sample of 75 consumers in the Prakasam district of Andhra Pradesh, India. This paper investigates the factors that influence the consumer decision-making process regarding Patanjali products. The purpose of multiple regression analysis is to determine the relationship between independent and dependent variables. **Findings:** The results shows that there is no significant difference between gender, age, income and buying behavior of consumer and their purchase intention towards Patanjali products. **Originality/Value:** Patanjali has grown tremendously in the previous few years, thus this research is critical. The study has a number of managerial implications. It has been emphasised that demographic variables such as age, income, and gender play no important effect in shaping the customer's purchasing behaviour and purchase intention.

Keywords: Buying Behaviour, Purchase Intention, Patanjali Products, Andhra Pradesh.

INTRODUCTION

The purchase behaviour of consumers has been an essential subject of study for centuries. Consumer behaviour during the purchasing process varies, and numerous factors are taken into account. The diverse array of factors can be categorised into internal and external components, and each of these significantly impacts the consumer's purchasing determination. Needs and desires, self-perception, beliefs, prior experience, and expectations are internal factors. Size, shape, intensity, appearance, and social standing are the outermost factors. A consumer's intention to make a purchase is influenced by both internal and external factors. Selection attention refers to the inclination of consumers to provide additional information regarding products to which they are exposed, whether it be during the purchasing process, after the purchase, or via advertisements. As a consequence, corporations allocate substantial resources towards marketing communication, which facilitates the establishment of consumer awareness. Consistent distribution of information to consumers facilitates their recollection of the product during the purchase process.

The Fast Moving Consumer Goods (FMCG) sector is experiencing rapid expansion and provides essential everyday consumer goods to consumers. Although they fulfil fundamental consumer requirements and are considered generic products such as salt, sugar, rice, and wheat, consumers place significantly more value on these. As a result of health-conscious consumers.

A significant number of businesses are adopting herbal and natural approaches in an effort to retain their customer base.

About the Company- Patanjali

Established in 2006 by Yoga Guru Baba Ramdev and Acharya Balakrishna, the Patanjali Company has garnered significant consumer interest by marketing its products as healthy, natural, and freshly harvested without the use of pesticides or chemicals. This approach has enabled the company to contend with industry titans such as P&G, ITC, Hindustan Unilever, Nestle, and others. During the 2016-17 fiscal year, Patanjali generated a total revenue of 10,561 Crores in a very brief period of time spanning approximately ten years. Hence, conducting a consumer popularity analysis of Patanjali products is an absolute necessity.

The objective and overarching vision were to integrate scientific principles with ancient Ayurvedic wisdom in order to develop scientifically validated Ayurvedic products. The methodology commences with an examination of scientific literature from ancient India, progresses to the acquisition and identification of authentic and efficacious herbs, and culminates in safety testing to ensure the efficacy of the newly developed product.

The company focuses solely on farming a range of endangered herbs. The mission is carried out by the Divya Yog Mandir Trust and Patanjali Yog Peeth, which ensure and monitor the quality of the herbs used in the creation of the goods. In the production plant, the principles of Good Industrial Practises (GMP) are strictly followed. The company takes pride in being ecologically conscious.

It also has a website named "Patanjaliayurved.net" that serves as the official Patanjali Products online store. Customers are only a click away from learning about the company's commitment to providing high-quality goods. Along with high-quality products, the company is dedicated to offering exceptional service and real-time assistance. Patanjali sells a wide range of products at low prices, including food, cosmetics, medication, CDs & DVDs, books, and audio cassettes.

Patanjali Ayurved Limited employs distinctive project teams to execute Total Quality Management (TQM) initiatives, striving to establish quality as an ingrained value system. By ensuring batch-to-batch consistency, they guarantee that their clientele will always receive products of identical high quality, irrespective of the location from which they purchase them. Ensuring customer satisfaction constitutes the fundamental objective of every economic endeavour. It pertains to the attributes of human conduct and exerts an influence on consumer purchasing patterns. It is a technique utilised to investigate the requirements of clientele. Gaining insight into consumer thoughts and perceptions regarding the brand and its products is beneficial. With the utmost regard for its clients' requirements and contentment, Patanjali Ayurved Limited produces more than 900 products, including 30 types of food and 45 varieties of cosmetics. Patanjali's product array accommodates virtually all customer demographics.

LITERATURE REVIEW

Wagle (2022) examined the consumer preferences of Patanjali products in the metropolitan area of Bharatpur. A descriptive and informal comparative research design was implemented, and both descriptive and inferential analyses were performed on the primary data collected via a well-structured Google form questionnaire. The primary discovery of this research indicates that consumers are primarily motivated to purchase Patanjali products by the brand image. Additionally, the study provides insights into the extent to which consumers are satisfied with Patanjali products. In the same way, the results indicate that the influence of product quality, brand image, packaging, and availability on consumers' preference for Patanjali products is significant and positive, whereas the effect of product price is only marginally significant and positive. A similar finding indicates that the impact of advertising and promotional activities on consumers' inclination towards Patanjali products is adverse, albeit statistically inconsequential.

Chakraborty et al., (2022) investigated customers' purchase intentions of fast-moving consumer goods (FMCG) in relation to demographic factors including gender, age, and income. A study utilising Patanjali Ayurveda's Dant Kanti toothpaste sought to ascertain customers' intentions to purchase FMCG products. The study utilised a cross-sectional research design, and the sample consisted of 123 consumers. Utilising ANOVA and the t test, we examined the group differences. Given the tremendous growth that Patanjali has experienced in recent years, this study is of the utmost importance.

The study's results indicate that consumer purchase intention is not influenced by demographic factors such as gender, age, or income.

Pednekar and Mayekar (2021) examined the multitude of determinants that impact the purchasing decisions of consumers with regard to ayurvedic products. The data for this study was gathered through a primary survey of 500 participants. The paper employs descriptive statistics, chi-square, Garrett ranking methods, correlation and regression analysis statistical tools, and reaches the conclusion that trust, ayurvedic products, and reasonable price are the primary factors that have influenced consumers to purchase Patanjali ayurvedic products. The majority of customers are contented and content with the ayurvedic products offered by Patanjali.

Singh, Mathur, and Subha (2021) demonstrated that various factors influence consumers' attitudes about Patanjali products. Similarly, quality, freshness, flavour, colour, brand image, advertisements or offers, and packaging have a greater explanatory potential to explain the impact on Patanjali product purchasing decisions. Similarly, factors influencing respondents' trustworthiness of the product include product origin, lab recommendations, and Baba Ramdev. As a result, the analysis found that personal care products are the most commonly used Patanjali products.

Nayak and Prabhu (2020) contemporary consumers have developed a heightened awareness of their health and are also mindful of the need to live a healthy lifestyle. Thus, they are increasingly drawn to natural and ayurvedic products, which provide them with the greatest

level of satisfaction. Furthermore, the research findings indicate that consumers are predominantly drawn to Patanjali products for two primary reasons: the Swadeshi brand and the natural product offerings. Additionally, a significant proportion of customers expressed contentment with Patanjali products, a factor that contributed to the firm's customer retention.

Agarwal and Tiwari (2019) investigated the perceptions and levels of satisfaction of consumers with regard to the Patanjali brand in Kanpur. To achieve this objective, the study incorporates the feedback of approximately 490 consumers who visited Patanjali Outlets in the Kanpur region. A total of 500 questionnaires are gathered for the study, of which 490 are subsequently administered. Accepting the null hypothesis, the results indicate that there is no significant difference between the age groups predominantly below 20, 21–30, 31–40, and 40–50. Concerning the relationship between gender and purchasing behaviour, they provide support for the null hypothesis, arguing that male and female consumers do not exhibit significantly different purchasing patterns.

Singh and Mehta (2018) identified Patanjali as a major competitor in the FMCG industry in the Indian market, citing the brand's emphasis on Ayurveda, Yog, and Made in India (Swadeshi). The study revealed what consumers think about Patanjali products and what keeps them loyal to the brand. Finally, the survey showed that educated people with low to middle incomes and between the ages of 18 and 35 are the most likely to purchase Patanjali products because to their ease of availability, higher quality, and quantity.

Joshi and Sthapit (2018) investigated the impact of various factors on consumers' inclination towards Patanjali products. These factors encompassed pricing, quality, availability, product variety, packaging, brand recognition, brand name/value, and health consciousness. The study found that price, quality, and health consciousness were, to some degree, the most influential factors in determining Nepalese consumers' preference for Patanjali products, given that in the kingdom of FMCG, consumers prefer herbal and health-conscious products.

NEED FOR THE STUDY

Consumers are currently more concerned with maintaining their health and quality of life. They exhibit a preference for consuming products that not only contribute to the preservation of their good health but also deliver optimal satisfaction. The preservation of health through food, cosmetics, and medicinal products is not constrained by financial considerations. While consumers may evaluate the products based on their personal preferences, the primary focus of the research is their behavioural attitude towards Ayurvedic products. Herbal and environmentally benign, Ayurvedic products have no adverse effects on the health of individuals or the environment. Ayurveda encompasses not only a medical system but also a science of health promotion that aims to enhance every aspect of our pleasure and well-being. It demonstrates not only the methods for treating ailments but also the way to live in order to achieve optimal health and make the most of our nearly limitless faculties, as per yoga and Ayurveda. The present state of affairs indicates that consumers are increasingly inclined to consume herbal and environmentally favourable products that are free from adverse effects in the long run. This specific inclination has contributed to the remarkable surge in popularity of

Patanjali products and has sparked interest in identifying the qualities accountable for these revolutionary trends. The necessity arose to ascertain the purchasing patterns of consumers in relation to Patanjali products.

The research "Consumer Buying Behaviour and Purchase Intention of Patanjali Products" is of considerable significance due to its objective of illuminating consumer inclinations and preferences within a particular geographical area with respect to a renowned brand operating in the market for medicinal and Ayurvedic products. Gaining a comprehensive understanding of the purchasing patterns and intentions of Andhra Pradesh consumers with regard to Patanjali products can provide marketers and businesses with significant insights, not only for the region but potentially for analogous markets as well. This study has the potential to assist Patanjali and other industry participants in customising their distribution networks, marketing strategies, and product offerings to correspond with the distinct inclinations and anticipations of Andhra Pradesh consumers. Consequently, this could bolster their market share and prospects for expansion in the locality.

OBJECTIVE OF THE STUDY

To examine the role of demographic in Buying Behaviour and their Purchase Intention of consumers towards Patanjali.

Hypothesis

- H₀₁:** There is no significant difference between buying behavior and purchase intention of male and female towards Patanjli products in the Prakasam district of Andhra Pradesh
- H₀₂:** There is no significant difference between buying behavior and purchase intention of different age group towards Patanjli products in the Prakasam district of Andhra Pradesh
- H₀₃:** There is no significant difference between buying behavior and purchase intention of different income level towards Patanjli products in the Prakasam district of Andhra Pradesh

RESEARCH METHODOLOGY

The study employed a cross-sectional research design, which entailed gathering data from each consumer on a single occasion (Malhotra & Dash, 2016). The questionnaire was utilised to collect the primary data. The survey comprised items rated on a five-point Likert scale: (1) indicated strong disagreement; and (5) indicated strong agreement. The inquiries were constructed in a way that aimed to elicit the respondents' intention to purchase products of Patanjali. For data collection, convenience sampling was utilised, which favoured respondents who were easily accessible. The statistical methods employed for the analysis of the data were ANOVA and t-test. Both of these methodologies facilitated the interpretation of buying behavior of consumers' and their purchase intentions with regard to Patanjali products

RESULTS AND DISCUSSION

Reliability Test

A reliability test is conducted subsequent to the researcher's collection of data from primary sources in order to verify the consistency of the gathered information. Cronbach's Alpha is utilised to assess the questionnaire's reliability (Cronbach, 1984). This examination is conducted on the basis of the questionnaires' varied variables.

Table 1: Reliability Test

Cronbach's Alpha	No. of items
.894	18

Source: Primary Data

The results of the reliability test indicate that Cronbach's Alpha is 0.892 (table 1). This value indicates that 89.20% of the collected data is valid and reliable, surpassing the established threshold of 0.7 for Cronbach's Alpha (Sekaran 2000). This substantiates the reliability of the data obtained through the administration of structured questionnaires.

Demographic Information

Table 2: Demographic Profile of the Respondents

Demographic	Variables	Frequency	Percentage
Gender	Male	39	52
	Female	36	48
Age	Below 20 Years	19	25.3
	21-30 Years	15	20
	31-40 Years	32	42.6
	Above 40 Years	9	12
Income	Less than 25,000	46	61.3
	25,001-50,000	18	24
	50,001-75,000	11	14.6

Source: Primary Data

Table 2 presents the demographic of the respondents. Out of 75 respondents, the majority of 39 (52%) are male and 36 (48%) were female respondents. Majority 32 (42.6%) of the respondents who are between the age 31-40 years. 19 (25.3%) of the respondents were between the age below 20 years. 15 (20%) of the respondents identified between age of 21-30 years, while 4.4% identified as being older than 61 years. While 36.4% of respondents were male, 9 (12%) fall above the age 40 years. Majority 46 (61.3%) of the respondents have less than 25,000 income and 18 (24%) of the respondents have a monthly income between '25,001 and '50,000. While 11 (14.6%) of the respondents have incomes between '50,001-75,000.

Influencing Factors

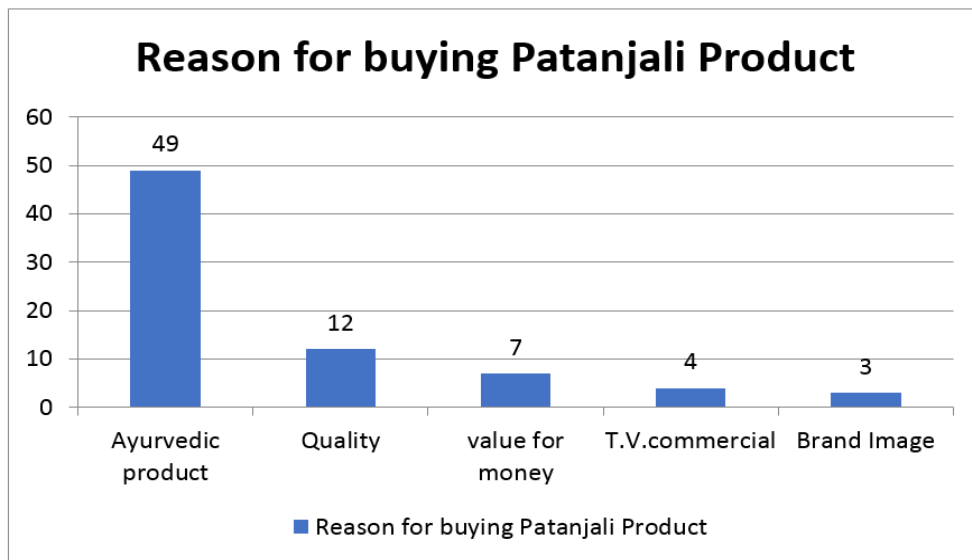


Figure 1: Reason for buying Patanjali Product

The factors that influenced respondents to purchase Patanjali Product are illustrated in Figure 1. 49 respondents purchase Patanjali Product on account of its Ayurvedic composition, 12 respondents do so on account of its quality, 7 respondents do so on account of its value-for-money proposition, 4 respondents do so in response to a television advertisement, and 3 respondents purchase Patanjali Product on account of its brand image. The Ayurvedic properties of Patanjali Product influence the majority of respondents to purchase the product.

Hypothesis Testing

Table 3: Study of Group Differences with Respect to Gender

	Leven's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	0.032	0.866	0.116	121	0.814	0.16402	1.52302	-3.0121	3.2541
Equal variances not assumed			0.116	112.272	0.814	0.16402	1.52461	-3.0143	3.2541

A T-test on independent samples was conducted to determine whether or not there was a statistically significant difference between male and female purchase intentions of Dantkanti toothpaste. Based on the non-significant Levene statistic results ($F = 0.33$, sig value = 0.857) presented in Table 3, it can be inferred that the variances of the samples are equivalent. Additionally, there was no significant difference in purchase intention between the sexes ($t=0.107$, sig value = 0.915, which is greater than 0.05). Based on the result that there is no significant difference in the purchase intentions of males and females regarding Patanjali, H_1 is rejected and it can be concluded that there is no significant difference between the purchase intentions of males and females regarding Patanjali.

Table 4: ANOVA for Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	262.103	4	67.210	0.780	0.373
Within Groups	8153.557	118	77.403		
Total	8415.66	122			

Table 4 demonstrates that the one-way ANOVA model produced an insignificant estimate ($F = 0.780$, sig value = 0.373%, which is greater than 0.05) regarding the respondent's age and buying behavior and purchase intention. As a result, hypothesis H_2 is rejected, and it can be concluded that there is no statistically significant distinction in the buying behavior and purchase intentions of individuals belonging to the various age categories in regards to Patanjali.

Table 5: ANOVA for Income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	472.011	4	134.645	1.810	0.121
Within Groups	7843.737	118	74.778		
Total	8315.748	122			

Table 5 demonstrates that the one-way ANOVA model produced an insignificant estimate ($F = 1.810$, sig value = 0.121%, which is greater than 0.05) regarding the respondent's income and buying behavior and purchase intention. As a result, hypothesis H_3 is rejected, and it can be concluded that there is no statistically significant distinction in the buying behavior and purchase intentions of individuals belonging to the various income categories in regards to Patanjali.

CONCLUSION

The findings of the research indicate that there is no statistically significant distinction between age, gender, purchasing intention, and purchasing behaviour. This is consistent with the results reported by Gebreyohannes (2010), who similarly concluded that factors such as income, education, and occupation are irrelevant in the context of Patanjali product purchase preference. As a consequence, the findings of the research align with the current body of literature. In accordance with Hypothesis 1, the researcher determined that the sig value is greater than 0.05, indicating that there is no statistically significant distinction between the

purchase intentions of males and females with regard to Patanjali products. As the sig value of the ANOVA for Hypothesis 2 was greater than 0.05, this indicates that there is no significant difference between age groups with regard to their intention to purchase Patanjali products.

In accordance with Hypothesis 3, the researcher observed that the significance value exceeded 0.05, suggesting that there is no statistically significant distinction in the buying behaviour and purchase intentions of Patanjali products among individuals of varying income levels. The rationales of the various respondents for purchasing Patanjali products vary. 49 respondents purchase Patanjali products on account of its Ayurvedic composition, 12 respondents do so on account of its quality, 7 respondents do so on account of its value-for-money proposition, 4 respondents do so in response to a television advertisement, and 3 respondents purchase on account of its brand image. Therefore, it can be deduced that the majority of participants are purchasing Patanjali products due to the product's Ayurvedic attributes.

In summary, this research paper illuminates the complex interplay between consumer purchasing intentions and purchasing behaviour in the context of Patanjali products in the Indian state of Andhra Pradesh. According to the findings, Patanjali has established a distinct market segment by appealing to consumers who highly regard natural and traditional products. Consumers in this particular region are profoundly attuned to the brand's affiliation with wellness, affordability, and the principles of yoga and Ayurveda. Additionally, purchase intention is significantly influenced by products' quality, pricing, and brand credibility. Gaining an understanding of the distinct inclinations and incentives that drive consumers in Andhra Pradesh can furnish businesses seeking to successfully enter this market with invaluable insights. Moreover, it emphasises the increasing significance attributed to authenticity and sustainability in influencing consumer decision-making. This study enhances the overall comprehension of consumer behaviour regarding conventional and natural products and has the potential to assist organisations in developing impactful marketing approaches to attract this unique market segment.

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