



A STUDY ON CONSUMER'S PREFERENCE AND MISBRANDING OF PATANJALI AYURVED LTD

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Abstract:

The Indian herbal market is flooded with numerous well-known and recognised herbal brands. Consumers of this millennium have become more concerned about their health and also inclined to maintain quality of life which is reflected through the preferential consumption of those products that protects the good state of their health as well as provide maximum satisfaction. In pursuit of a healthy lifestyle Indian have become more inclined to Ayurvedic or Herbal therapy as alternative healthcare for natural cure. The choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand especially when it comes to brand of eatable and cosmetics. Consumer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usage. Philip Kotler observed that is a person's feelings of pressure or disappointment resulting from product's perceived performance in relation to his or her expectations. If the perceived benefits turned out to be almost same as expected, customer is highly satisfied and that is how the company achieves loyalty of the customer towards the product.

Key Words: Patanjali Product, Consumer's Preference & Misbranding

Introduction:

The growth of Fast moving consumer goods companies promising over the long term horizon and as per compare to per capita consumption all products in the country among lowest in the world. As per consumer survey by KSA-Techno Park of total expenditure, 40% and 8% was using groceries and personal care products respectively. Rapid urbanization, increased literacy and percapita income are the key growth sector. In India is young population the age of below 20 years are 45% of population and India has planned to expect the ti increase in next five years. FMCG industry estimates suggest could be triple in value by 2015 (by some estimates, the industry could double in size by 2010). at present organised selling accounts for just 3% of total trade sales and likely to touch 10% over the subsequently 3-5 years. In FMCG view organised retailing results in discounted prices, forced buying by offering many choices and also opens up new growth for FMCG sector.

India offers a large and growing market of 1 billion people of which 300 million are middle class consumers. India had offer a market of youth and vigor with 54% of population below the age of 25 years. These young people are work harder, earn more, spend more and demand more from the market, making India is a Dynamic and inspiration society.

Patanjali Ayurved limited is an Indian fast moving consumer goods company. It was incorporated on 13th January 2006, the production unit and headquarters are located in the industrial area of Haridwar. The registered office is located at Delhi. this company was established by Baba ramdev and Acharya Balakrishna. The major purpose is establish science of ayurved conformance and organization along with the latest skill. The main important production facility given by Patanjali Ayurved Company is Patanjali food and Herbal Park. The company has plans to establish another unit in India and Nepal.

Patanjali Ayurved produces total 444 products in different category of personal care products, 30 types food products and 45 types of cosmetic products. All Patanjali goods are artificial by ayurved and usual component and compare to all products Patanjali products are cheaper because lesser manufacture and promotion costs. Patanjali has manufacturing 300 medicines division and produced beauty and baby products. Patanjali was launch noodles on 15 November 2015. Patanjali have get license for industrialized noodles but Food Safety and Standard Authority India has slap a notice on the company as neither Patanjali nor Aayush.

Patanjali Ayurved limited its objective creating healthy society through yoga and ayurved. It is providing quality of products and it be able to be created quality of life. They are considered farmers as main asset. The company takes preliminary for farmers to move up their income and surety for their sale. Farmers are producing consumable like food items and medicines with using of technical aid and proper information about the farming. Their guide in the sector of public interests, health, position and belief think as 'Guru satta' and 'Bhagwat satta'.

Patanjali Ayurved Limited is a leading manufacturer and marketer of herbal, nature based products and medicines. Today this product are available in around 10 countries across the world.

Patanjali Ayurved limited produce herbal marble, food supplies, healthcare commodities, dental care merchandise, cosmetics, hair care goods and it offers food and beverages like ghee, confectionary, oil, pickle, honey, juice, spices. 9 Personal care products like soaps, baby creams, mehandi, hand washes, body oil, rose

water. The company would generate the offer Ayurvedic products for treatment of Cancer, AIDS, diabetics, arthritis, thyroid.

According to CLSA and HSBC, Patanjali company is the fastest growing Fast Moving Consumer Goods Company in India. Patanjali Ayurved Ltd income is 30 billion (US \$470 million) and predicted revenue of 5000 crores (US \$780 million). for fiscal year 2015-16 Patanjali has declared is annual turnover of financial year to be estimated 10561 crores (US \$1.16 billion).

Area of Operation:

Area of operation refers to the area in which the company is having its business. Based on the capacity, distribution channels etc. the companies decided about its area of operation. The area of operation is domestic, or international and global. Patanjali ayurved limited has achieved presence around the globe and through the India in very small time since its in 2006. This company having more than 47000 retail counters, 3500 distributors, 18 states multiple warehouses and proposed factories in 6 states. With a growth rate of 130%, patanjali planning to make major global markets. The group is already present in the markets like Canada, UK, Russia, Dubai, European, US countries.

Future Growth and Prospects:

Patanjali ayurved is planning to enter into every consumer category, currently Ghee is expected to be reach 12 billion in the financial year 2017 and it's also launched a mobile app which was helping to consumers ordering or online booking of Patanjali products. The main aim of the company will be reaching 20000-25000 crore of profits in 2018. It's expected to be business at the global market in next 5 years.

Need for the Study:

The process that turns marketing plans into marketing actions In order to fulfill strategic marketing objectives it is called marketing plan but most of the markets are still challenged by their marketing. Hence this research aims to explore the customer's awareness and buying preferences towards selected Patanjali Ayurvedic & herbal products

Objective of the Study:

- ✓ To identify the causes and factors leading on Misbranding.
- ✓ To analyze the brand preference of 'Patanjali' in customer view
- ✓ To study the brand perception of 'Patanjali' in the minds of consumer

Research Methodology:

The present paper is based on primary data which was collected by researcher through questionnaires from consumers of Patanjali Products within Bangalore of Karnataka. The questionnaire was design in such a way that will help to know the types of products people use and also to know the various reasons for purchasing such product and their post buying behavior and satisfaction level from that these product. Secondary data was collected from books, articles in news paper, magazines and internet, Study reports from Internet, Desk research under the guidance of my guide and previous research papers that had been conducted by the company officials.

Sample Size:

The sample size for this study is 100 customers.

Causes and Factors Leading on Misbranding:

Misbranding is the false statement or misleading as a food items and any other things. Section 502 of the federal food and cosmetic act (FFDCA) it contains the provision on misbranding, it included in fake or mislead labelling. It should be in forms of package form, some of fails in contain the name, place of business of manufacturer, packing and quantity of statement it contains in weight, measure, numerical count. Its label does not bear direction for use including warning against by children where its use may be dangerous in health.

In India 20% of food samples are misbranded in 2015. In India one-fifth of all food samples tested by public laboratories were establish to be misbranded. In Uttar Pradesh total 9600 samples, 43% of samples did not meet FSSAI's safety regulation. Madhya Pradesh 418 coming from 843 criminal and civil cases is raised on misbranding. Across the India 74010 samples were experienced in the year November 24, but in that 10536 cases were filed, just 1400 samples were only passed results conviction and total fined collected the across the India total amount Rs 110 million (US \$1.7 million).

In India the minor road design of food business terms like brand, Misbrand, labels. The problem faced by consumer in India and Food business operators is faced problems to examine lawful and institutional framework faced by misbranding food related with relevant laws and this law is contract with the idea of misbranding of food. We must recognize the misbranding in the terms of 'Brand list'. The trademark Act defines mark which includes the brand and label. The major legislation in the term of 'Misbranding'

- ✓ FSS Act
- ✓ Drugs and cosmetics Act
- ✓ Insecticides Act
- ✓ In legal metrology Act, 2009
- ✓ Under the customer security Act, 1986
- ✓ Under the business Act, it's called as difficult trade practices

In the year 2013 Food Safety and Standards Act, 2006 was implemented and the Food Safety and Standards Authority of India (FSSAI), sequence of amendment and change to food security; category and covering system were available as well as new sketch strategy on classification of imported products. 27

The misbranding statistics in India

- ✓ One third of the manufacturing is unconscious regarding the FSSA
- ✓ Consolidation and unification are appreciated by 86% industry.
- ✓ To avoid the replacement requirements like BIS, A-Mark and solve this trouble 10% respondents look familiar to the unification.
- ✓ 92% of business hopes for global organization its new rules under FSSA, it would be accepted like codex.
- ✓ Industry feels are not adequate in represented to increased representation.
- ✓ Right to educate to the consumer about increase on commodities and forces and present the skills to utilise the product information, protect their right in general on the market.

Misleading Advertisement and False Representation:

Any statement which is not true or hides the act which is important and suggests false statement. The main two reasons are misbranding on advertisement, one of which is false would be misleading and another thing is sought to be covered under this cause. Implementing and Rights to the Misbranding in food market

- ✓ The main objective of FSS Act 2006 on misbranding of food safety towards and it should be elimination of receptive marketing practices.
- ✓ In India increasing rate of consumer awareness is growing, and energizes consumers, awareness to the consumers and educates to the consumers about their fundamental rights.
- ✓ Sec 2(d) Consumer protection Act 1986, consumers who buy goods for consideration or avail of service consideration.
- ✓ Right to be informed protected against fraudulent, misleading with respect to the goods, advertising.
- ✓ Right to choose of satisfactory quality and services at fair prices.

Data Analysis of Primary Data:

- ✓ Numbers of respondents using Patanjali products Out of 100 respondents, 65 respondents are using Patanjali products and 35 respondents are not using the products.
- ✓ Number of customers preferring different Out of 100 respondents, 65 respondents preferring the Patanjali products, 18 respondents preferring Hindustan Uniliver Limited, 5 respondents preferring Nestle, 2 respondents are preferring Godrej company.
- ✓ Duration of usage of Patanjali products, the response of how long have been using Patanjali products. Out of 100 respondents, 73 say that is less than year, 13 say annually, 9 respondents say 2 years and 5 respondents say using the Patanjali product for less than 4 years.
- ✓ Customer preference towards prices of Patanjali products compare to all other products Patanjali products is very low. As per the study Out of 100 respondent, survey says 58 respondents says low prices, 30 respondents are says very low, 12 respondents are thinking high, no one says the very high value, so as compared to all other products Patanjali is cheaper products.
- ✓ Frequent purchase of Patanjali products From customers are buying the products on necessary use, the study says the total respondent 100, in this study 8 respondents are buying daily, 30 respondents are buying weekly, more respondents are buying monthly that is 44, 18 respondents are buying the Patanjali products occasionally.
- ✓ Number of respondent's response towards Quality of the information about the Quality products provide to the customer. Out of the 100 respondent, 78 respondents are satisfied the quality product, 22 respondents are not satisfied the quality.
- ✓ Purpose of usage of Patanjali products The above survey shows the respondent are using the products, the main reason is, Out of 100 respondent, 26 respondent says natural products, 28 respondent says quality products, 18 respondents says swadeshi products, 28 respondents says low prices.
- ✓ Customers Knowledge towards Patanjali Products how the respondents are influenced to buy the Patanjali product. Out of 100 respondents, 28 respondents are influenced by TV ads to buy the products, 29 respondents influenced by yoga guru, 25 respondents says influenced by word of mouth, 18 respondents are influenced by family members.
- ✓ Brand value about Patanjali products out of the 100 respondents, 62 respondents are strongly agree the brand value, 33 respondents are agree, 03 respondents disagree, they're not satisfied the brand value, 02 respondents are strongly disagree.
- ✓ Number of respondents facing problem with Patanjali products, from the above shows, problem facing while using the Patanjali products. Out of 100 respondents, 86 respondents are not facing any problem, 14 respondents are facing problem.

- ✓ Opinion about the performance of Patanjali products, out of 100 respondents, 37 respondents say excellent performance, 28 respondents say very good opinion about the performance, 21 respondents say good, 14 respondents say average opinion performance of Patanjali products.

Suggestions:

- ✓ Since majority of the customers are preferring Patanjali products, the company should produce quality products.
- ✓ Since most of the customers are less than one year before they got to know about the problem of Patanjali products, the company should retain the customer.
- ✓ Since Patanjali customers are feeling that prices are very low, small rise in price doesn't affect sales but better to provide quality products.
- ✓ Most of the customers are buying on a regular basis that is every month, it is better for the company to retain these customers.
- ✓ As Divya amla juice, ghee, cream, shivaligi beej, mustard oil, pineapple jam, besan and honey failed for meeting quality standards, it is better that Patanjali products try to rectify the problem as early as possible.
- ✓ Since Patanjali products are Indian products, it is always better to focus on customer retention.
- ✓ Since 22% of customers who are already using Patanjali products may not repeat the purchase, therefore it is better not to avoid even 22% customers and try to pull these customers also by improving quality standards.
- ✓ As majority agrees that Patanjali has brand value it is always better to retain brand value of Patanjali.

Conclusion:

In current scenario Patanjali is one of the leading fast moving consumer goods. But from the study I came to know about many of the customers were misled by Patanjali products. Through the study of this topic, it was an opportunity for me to understand the branding and misbranding and a great learning experience. I got a chance to interact with the customers and get to know about the quality of the brand. Many of the Patanjali products have great demand in the market. But the real quality of the products are absent in the marketing. My study is based on bringing up the awareness to the company to provide the quality products and customer retention.

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