



Consumer Perception Toward Skin Care Product of Patanjali Brand:A Study of Rewari District

Dr.Ravindra & Sunita Yadav

¹Assistant Professor in Department of Commerce,IGU,Meerpur,Rewari.

²Assistant Professor in Department of Management,IGU,Meerpur,Rewari

Email:ravinder.mdu@gmail.com & Email:sybmdu5@gmail.com

Abstract

Now-a-days people are very health conscious and they are using many herbal and ayurvedic product in daily routine life. The world Health organization estimates 80% population is using ayurvedic product. Patanjali offers many product which includes health care, skin care, personal care and medicines etc, This study is attempt to know the perception of consumer and factors affects the consumer while purchasing the patanjali skin care product irrespective of their age ,gender, income, occupation , educational qualification and residence. The research design consisted of an exploratory cum descriptive followed by close-ended questionnaire. The present study conducted in Rewari District of Haryana.

Keywords : Perception, Ayurvedic, Consumer perception, Preference, Herbal

Introduction

Patanjali ayurveda started in 2006 and has benefited from close association with well-known yoga guru Baba Ramdev. The company is different from a typical business and the stated philosophy is to plough back profits into the company or to be used for social causes. The idea is to be present in as many categories as possible in order to give consumers more choices, and profits are to be reinvested in innovation and capacity expansion so pricing can be made more competitive. The firm, in fact, has priced its product at a significant discount to others in a number of categories, which is helping drive sales. Patanjali is also said to be benefiting from a shift in consumer preferences towards herbal and ayurvedic products which are considered to be closer to nature. It has also positioned itself as a swadeshi brand, which has an appeal among a category of consumers. The company produce different category of product related to health, skin care etc. of the people like health care, grocery, medicine, home care, personal care. This research paper focus on only category of skin care product of Patanjali Brand i.e. face wash, face cream, face pack, foot cream, shaving cream etc.



Review of literature

Sr.No.	Authors Name	Year	Title	Tool and technique	Main Finding
1	Sundari ,k. meeankashi &R.Janaki	2016	A study on consumer preference towards Himalaya skin care product in Triupur city.	percentage method, Point analysis, Ranking method and Chi-Square test	In this study they found that, most of the respondent are young , having middle income and purchase once in a two months.
2	P.,Rajani	2016	Consumer perception towards ayurvedic products with special reference to Megha's Herbo Care ayurvedic pharmacy , varode,Palakkad.	Frequency, mean and percentage method.	The researcher found that, the consumer have good opinion about the products offered by the pharmacy and company has good relationship with its customers and they recommend the product to others.
3	Raju,G.Sarheesh & R.Rahul	2016	Customer preference towards patanjalai product ; A study on consumer with reference to Warangal District	Frequency and Percentage method.	The researcher has found that people between the age group of 15-45 are the major consumer of patanjali product and it was observed that between age group of 15-25 year were preferred cosmetics. Researcher were also found in his study that noodles were not repeatedly purchased from patanjali.
4	Rekha ,M .Banu & K. Gokia	2015	A study on consumer awareness , attitude and preference towards ,Herbal cosmetic products with special reference to Coimbatore city.	Frequency, mean, percentage method and ranking method.	The majority of respondent, ranked first to quality of the product and there is a significant relationship between age and period of using the products. Researcher were observed that there is no relationship between educational qualification and level of satisfaction about herbal cosmetics products.



5	Khanna,Rupali	2015	Customer perception towards Brand : A study on Patanjali.	correlation, regression and non-parametric (chi-square)	The finding in the paper show that there are many significant factors that together make up the buying decision of the product. Customers' perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In her study she found that a large portion of the user is satisfied from patanjali product. It may be because of reasonable price and availability of the product.
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Objective of the study

1. To study the consumer perception toward skin care product of patanjali brand.
2. To study the factors keep in mind while purchase of skin care product of patanjali brand.

Research Methodology

This study use **exploratory-cum descriptive** , It is exploratory because researcher wish to identify different factors effecting the respondent while purchasing the Patanjali Skin care products and it is descriptive because, its describe the perception of respondent according to their age income, gender and residential status etc in detail. All the resident of Rewari District constitute the universe of

the study and the respondent who are using Patanjali skin care products constitute survey population for the study. Individual who are using Patanjali skin care products use as sample unit for the study. Further, the study is used perception towards Patanjali skin care products is dependent variable and demographic characteristics like Age, Gender, Education and Residence etc as independent variables.

Sample

100 responses were selected from the users of Patanjli skin care products of rewari district through purposive sampling method. Further 100 respondent were classifying according to their age, residential status, income and education qualification. Primary as well as secondary data were used. Primary data were collected trough structure questionnaire develop for the purpose.

Table No.1

Factor Considered While Purchasing Skin Care Product of Patanjali Brand.

Factors	Rank												Total	Mean	Rank
	I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII			
Quality	74	14	6	2	----	3	----	1	----	----	----	----	154	1.54	I
Brand Name	11	14	9	7	1	----	2	6	12	22	3	13	678	6.78	VII
Price	----	19	19	12	6	2	7	19	7	1	1	7	554	5.54	III
Variety	-----	5	20	14	24	16	8	7	-----	-----	----	2	574	5.74	IV
Availability	1	1	5	18	20	20	8	14	4	-----	2	7	626	6.26	VI
Packaging	----	-----	2	-----	9	12	4	8	----	11	30	21	938	9.38	X
Advertisement	----	3	1	1	3	5	16	3	9	12	21	26	938	9.38	XI
Fragrance	----	3	5	9	8	5	24	12	17	9	8	----	722	7.22	IX
Skin Friendly	12	35	4	13	8	2	6	13	6	1	----	---	408	4.08	II
Experience	----	5	24	11	7	16	7	3	6	11	6	4	608	6.08	V
Uniqueness	----	-----	6	15	16	10	13	8	11	8	12	1	696	6.96	VIII
Innovative Brand	-----	2	----	----	----	8	5	9	18	22	15	11	958	9.58	XII

(Primary Source)

Table no 1 revealed that the respondents of Rewari District , considered factor , Quality ,price, variety and skin friendly as important ,while the factors Brand name , availability, packaging, advertisement , fragrance, experience, uniqueness and innovative brand are less important.

Table No.2
Perception of Respondent Toward Patanjali Skin Care Product According to Gender .

Sr.No.	Statement	Gender									Chi-Square value	D.F.	Significant
		Male			Female			Total					
		Mean	N	S.D.	Mean	N	S.D.	Mean	N	S.D.			
P.1	Patanjali Skin care products are better than other Branded product of Similar category	4.65	43	.482	4.35	57	.694	4.48	100	.627	6.031	3	Accept
P.2	These products are environmental friendly.	4.53	43	.550	4.35	57	.582	4.43	100	.573	5.151	3	-----do-----
P.3	These products are skin friendly.	4.53	43	.667	4.44	57	.756	4.48	100	.717	8.941	4	-----do-----
P.4	Patanjali Skin care products are cheapest than the other Branded of Skin care products.	2.86	43	1.407	2.42	57	1.133	2.61	100	1.270	13.047	4	-----do-----
P.5	Quality of Patanjali Skin care products are better than other Brands of skin care product.	4.49	43	.703	4.53	57	.710	4.51	100	.703	.737	3	-----do-----
P.6	Packaging of Patanjali skin care products is attractive than other Branded product of similar category.	3.37	43	1.381	2.81	57	1.202	3.05	100	1.306	16.757	4	-----do-----
P.7	Patanjali Brand is cheapest because celebrities are not required.	2.77	43	1.130	2.51	57	1.255	2.62	100	1.204	6.840	4	-----do-----
P.8	Price of Patanjali Brand is lower than the other Brand of similar category product.	3.26	43	1.416	2.51	57	1.071	2.83	100	1.280	14.071	4	-----do-----
P.9	Patanjali product are easily available.	4.49	43	.736	4.47	57	.804	4.48	100	.772	1.460	4	-----do-----
P.10	Patanjali Brand is heavily advertised.	4.16	43	1.045	4.21	57	1.081	4.19	100	1.061	1.697	4	-----do-----
P.11	Patanjali products produced with latest technology.	4.30	43	1.036	4.16	57	1.131	4.22	100	1.088	2.22	4	-----do-----
P.12	Distribution of Patanjali Brand is short as compare to other Brands.	4.58	43	.763	4.56	57	.627	4.57	100	.685	2.133	3	-----do-----

(Primary Source)

Perception towards patanjali products is not significantly differ as far as gender is concerned at 99% level of significant with given degree of freedom with two tailed test.



Table no.2 revealed that statement P1,P2,P3,P5,P6,P8P9,P10,P11,P12 are considered significant as far as male respondent is concerned ,while statement P1,P2,P3,P5,P9,P10,P11P,12 are considered significant as far as female respondent is concerned.

Table No.3
Perception of Respondent Toward Patanjali Skin Care Product According To Age.

(Primary Source)

Sr.No	Statement	Age															Chi-square value	DF	Significant
		Below 20			20-30			30-40			Above40			Total					
		Mean	N	S.D	Mean	N	S.D	Mean	N	S.D.	Mean	N	S.D	Mean	N	S. D.			
P.1	Patanjali Skin care products are better than other Branded product of Similar category	4.31	13	.480	4.40	67	.676	4.88	17	.332	4.50	2	.707	4.47	99	.628	12.975	9	Accept
P.2	These products are environmental friendly.	4.46	13	.519	4.33	67	.587	4.76	17	.437	4.50	2	.707	4.42	99	.573	8.925	12	----do----
P.3	These products are skin friendly.	4.38	13	.650	4.36	67	.773	4.94	17	.243	5.00	2	.000	4.47	99	.719	14.765	12	----do----
P.4	Patanjali Skin care products are cheapest than the other Branded of Skin care products.	3.15	13	1.281	2.52	67	1.248	2.59	17	1.417	2.50	2	.707	2.62	99	1.275	10.834	9	----do----
P.5	Quality of Patanjali Skin care products are better than other Brands of skin care product.	4.38	13	.768	4.45	67	.744	4.82	17	.393	4.50	2	.707	4.51	99	.705	7.034	12	----do----
P.6	Packaging of Patanjali skin care products is attractive than other Branded product of similar category.	3.00	13	1.000	3.03	67	1.291	3.06	17	1.600	3.00	2	1.414	3.03	99	1.297	15.026	12	----do----
P.7	Patanjali Brand is cheapest because celebrities are not required.	3.00	13	1.080	2.54	67	1.210	2.59	17	1.326	3.00	2	1.414	2.62	99	1.210	10.174	12	----do----
P.8	Price of Patanjali Brand is lower than the other Brand of similar category product.	3.31	13	1.251	2.67	67	1.211	3.12	17	1.536	3.00	2	1.414	2.84	99	1.283	14.872	12	----do----
P.9	Patanjali product are easily available.	4.54	13	.660	4.37	67	.850	4.88	17	.332	4.50	2	.707	4.48	99	.774	8.121	12	----do----
P.10	Patanjali Brand is heavily advertised.	4.15	13	.899	4.22	67	1.056	4.29	17	1.047	3.50	2	2.121	4.21	99	1.043	6.249	12	----do----
P.11	Patanjali products produced with latest technology.	3.85	13	1.214	4.18	67	1.086	4.76	17	.752	3.50	2	2.121	4.22	99	1.093	13.081	12	
P.12	Distribution of Patanjali Brand is short as compare to other Brands.	4.31	13	.855	4.54	67	.703	4.94	17	.243	4.50	2	.707	4.58	99	.686	10.310	9	



Perception towards patanjali product is not significantly differ as far as age is concerned at 99% level of significant with given degree of freedom with two tailed test.

Table no 3 revealed that statement P1,P2,P3,P4,P5,P6P7,P8,P,P10,P11,P12 are considered significant as far as Age group below 20 is concerned, while statement P1,P2,P3,P5,P6,P8,P9,P10,P11,P12 are considered significant as far as Age group 20-30 is concerned, further statement P1,P2,P3,P5,P6,p7,P8,P9,P10,P11,P12 are considered significant as far as Age group 30-40 is concerned, while statement P1,P2,P3,P5,P6,P9,P10,P11,P12 are considered significant as far as Age group above 40 is concerned.

Table No-4
Perception of Respondent Toward Patanjali Skin Care Product According To Income

Sr.No	Statement	Income															Chi-Square value	DF	Significant
		UpTo 10000			10000-20000			20000-30000			More than 30000			Total					
		Mean	N	S.D.	Mean	N	S.D.	Mean	N	S.D.	Mean	N	S.D.	Mean	N	S.D.			
P.1	Patanjali Skin care products are better than other Branded product of Similar category	4.38	16	.500	4.28	18	.958	4.50	36	.507	4.63	30	.556	4.48	100	.627	11.806	9	Accept
P.2	These products are environmental friendly.	4.19	16	.544	4.39	18	.778	4.53	36	.506	4.47	30	.507	4.43	100	.573	12.994	9	---DO---
P.3	These products are skin friendly.	4.31	16	.704	4.56	18	.511	4.42	36	.806	4.60	30	.724	4.48	100	.717	11.583	9	---DO---
P.4	Patanjali Skin care products are cheapest than the other Branded of Skin care products.	2.81	16	1.047	2.39	18	1.195	2.86	36	1.437	2.33	30	1.184	2.61	100	1.270	18.833	12	----DO---
P.5	Quality of Patanjali Skin care products are better than other Brands of skin care product.	4.25	16	.856	4.61	18	.608	4.53	36	.654	4.57	30	.728	4.51	100	.703	5.598	9	----DO---
P.6	Packaging of Patanjali skin care products is attractive than other Branded product of similar category.	2.88	16	1.258	3.00	18	1.495	3.33	36	1.352	2.83	30	1.147	3.05	100	1.306	14.421	12	----DO---
P.7	Patanjali Brand is cheapest because celebrities are not required.	3.00	16	1.366	2.39	18	1.195	2.83	36	1.207	2.30	30	1.055	2.62	100	1.204	12.904	12	----DO---
P.8	Price of Patanjali Brand is lower than the other Brand of similar category product.	3.44	16	1.263	2.78	18	1.437	2.97	36	1.320	2.37	30	.999	2.83	100	1.280	15.545	12	----DO---
P.9	Patanjali product are easily available.	4.25	16	1.065	4.61	18	.502	4.44	36	.773	4.57	30	.728	4.48	100	.772	9.440	12	----DO---
P.10	Patanjali Brand is heavily advertised.	4.00	16	1.155	3.89	18	1.410	4.28	36	.849	4.37	30	.999	4.19	100	1.061	12.999	12	----DO---
P.11	Patanjali products produced with latest technology.	4.19	16	1.047	4.22	18	1.060	4.33	36	.986	4.10	30	1.269	4.22	100	1.088	5.569	12	----DO---



P.12	Distribution of Patanjali Brand is short as compare to other Brands.	4.56	16	.629	4.56	18	.784	4.58	36	.649	4.57	30	.728	4.57	100	.685	4.006	9	----DO----
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(Primary Source)

Perception towards patanjali product is not significantly differ as far as income is concerned at 99% level of significant with given degree of freedom with two tailed test.

Table no 5 revealed that statement P1,P2,P3,P5,P7,P8,P,P10,P11,P12 are considered significant as far as income group upto 10000 is concerned, while statement P1,P2,P3,P5,P6,P9,P10,P11,P12 are considered significant as far as income group 10000-20000 is concerned, further statement P1,P2,P3,P5,P6,P9,P10,P11,P12 are considered significant as far as income group 20000-30000 is concerned, while statement P1,P2,P3,P5,,P9,P10,P11,P12 are considered significant as far as income group above more than 30000 is concerned.

Table No-5
Perception of Respondent Toward Patanjali Skin Care Product According To Occupation

Sr.No	Statement	Occupation												Chi-Square value	DF	Significant
		Self employed			Services			Student			Total					
		Mean	N	S.D.	Mean	N	S.D.	Mean	N	S.D.	Mean	N	S.D.			
P.1	Patanjali Skin care products are better than other Branded product of Similar category	4.71	7	.488	4.74	38	.446	4.27	55	.679	4.48	100	.627	15.458	6	ACCEPT
P.2	These products are environmental friendly.	4.71	7	.488	4.58	38	.500	4.29	55	.599	4.43	100	.573	7.832	6	---DO---
P.3	These products are skin friendly.	4.71	7	.488	4.82	38	.393	4.22	55	.809	4.48	100	.717	19.165	8	---D0---
P.4	Patanjali Skin care products are cheapest than the other Branded of Skin care products.	2.71	7	1.604	2.61	38	1.386	2.60	55	1.164	2.61	100	1.270	6.466	8	---DO---
P.5	Quality of Patanjali Skin care products are better than other Brands of skin care product.	4.43	7	.976	4.74	38	.446	4.36	55	.778	4.51	100	.703	15.408	6	---DO---
P.6	Packaging of Patanjali skin care products is attractive than other Branded product of similar category.	2.86	7	1.464	3.05	38	1.374	3.07	55	1.260	3.05	100	1.306	3.631	8	---DO---
P.7	Patanjali Brand is cheapest because celebrities are not required.	2.57	7	1.272	2.63	38	1.324	2.62	55	1.130	2.62	100	1.204	10.958	8	---DO---
P.8	Price of Patanjali Brand is lower than the other Brand of similar category product.	2.43	7	1.272	2.97	38	1.325	2.78	55	1.257	2.83	100	1.280	12.114	8	---DO---
P.9	Patanjali product are easily available.	4.29	7	1.113	4.79	38	.413	4.29	55	.854	4.48	100	.772	17.278	8	---DO---



P.10	Patanjali Brand is heavily advertised.	3.71	7	1.380	4.50	38	.893	4.04	55	1.088	4.19	100	1.061	10.204	8	---DO---
P.11	Patanjali products produced with latest technology.	4.00	7	1.414	4.55	38	.891	4.02	55	1.130	4.22	100	1.088	10.881	8	---DO---
P.12	Distribution of Patanjali Brand is short as compare to other Brands.	4.43	7	1.134	4.82	38	.393	4.42	55	.738	4.57	100	.685	12.856	6	---DO---

(Primary Source)

Perception towards patanjali products is not significantly differ as far as occupation is concerned at 99% level of significant with given degree of freedom with two tailed test.

Table no.5 revealed that statement P1,P2,P3,P5,P9,P10,P11,P12 are considered significant as far as self employed respondent is concerned ,while statement P1,P2,P3,P5,P9,P10,P11P,12 are considered significant as far as service is concerned , further statement P1,P2,P3,P5,P9,P10,P11P,12 are considered significant as far as students are concerned

Table No 6
Perception of Respondent Toward Patanjali Skin Care Product According To Residence.

Sr.No.	Statement	Residence									Chi-Square value	DF	Significant
		Rural			Urban			Total					
		Mean	N	S.D	Mean	N	S.D	Mean	N	S.D.			
P.1	Patanjali Skin care products are better than other Branded product of Similar category	4.52	50	.707	4.44	50	.541	4.48	100	.627	3.475	3	ACCEPT
P.2	These products are environmental friendly.	4.44	50	.644	4.42	50	.499	4.43	100	.573	3.040	3	---DO---
P.3	These products are skin friendly.	4.52	50	.762	4.44	50	.675	4.48	100	.717	3.114	4	---DO---
P.4	Patanjali Skin care products are cheapest than the other Branded of Skin care products.	2.60	50	1.178	2.62	50	1.369	2.61	100	1.270	6.094	4	---DO---
P.5	Quality of Patanjali Skin care products are better than other Brands of skin care product.	4.58	50	.673	4.44	50	.733	4.51	100	.703	1.367	3	---DO---
P.6	Packaging of Patanjali skin care products is attractive than other Branded product of similar category.	2.98	50	1.421	3.12	50	1.189	3.05	100	1.306	10.599	4	---DO---
P.7	Patanjali Brand is cheapest because celebrities are not required.	2.74	50	1.275	2.50	50	1.129	2.62	100	1.204	1.762	4	---DO---
P.8	Price of Patanjali Brand is lower than the other Brand of similar category product.	3.10	50	1.359	2.56	50	1.146	2.83	100	1.280	5.721	4	---DO---
P.9	Patanjali product are easily available.	4.56	50	.733	4.40	50	.808	4.48	100	.772	5.067	4	---DO---
P.10	Patanjali Brand is heavily advertised.	4.10	50	1.216	4.28	50	.882	4.19	100	1.061	7.606	4	---DO---



P.11	Patanjali products produced with latest technology.	4.38	50	1.04 8	4.06	50	1.114	4.22	100	1.088	6.869	4	---DO---
P.12	Distribution of Patanjali Brand is short as compare to other Brands.	4.66	50	.626	4.48	50	.735	4.57	100	.685	2.287	3	---DO---

(Primary source)

Perception towards patanjali products is not significantly differ as far as residence is concerned at 99% level of significant with given degree of freedom with two tailed test.

Table no.6 revealed that statement P1,P2,P3,P5,P8,P9,P10,P11,P12 are considered significant as far as rural respondent is concerned ,while statement P1,P2,P3,P5,P6,P9,P10,P11P,12 are considered significant as far as urban respondent is concerned.

Finding & Conclusion

Most of the respondent considered the factor like price, quality, skin friendly and variety as important while go for purchase of Patanjali skin care products irrespective of their gender, age, education, occupation, income and residential status. Further, almost all the respondent perceived that patanjali brand is better in quality, environmental friendly, skin friendly, having attractive packaging, low price, easy availability, attractive advertisement, use latest technology and use shortest distribution network as compare to other brands of similar category irrespective of their age, income, occupation, education qualification and residential status. Perception of respondent of rewari district towards patanjali skin care product is positive. They feel that the patanjali brand is natural, environmental friendly, skin friendly, produced with latest technology and most important it is Indian brand.

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