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A Study on Consumer Behaviour towards push marketing, pull marketing and pull up marketing strategies of Patanjali Products : a special study of Mathura city

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Abstract
India's FMCG sector is the fourth largest sector in the economy and creates employment for more than 3 million people in downstream activities. Its principal constituents are household care, personal care and food and beverages. The demand of herbal medicines is increasing rapidly due to their skin friendliness and lack of side effects. India has known to be a hub of herbal brands as well since the herbal products are deeply associated with the spirituality sentiments of people. Hence, this study is based on the consumer preference towards FMCG. In connection with this study, data were collected from 150 sample respondents belonging to Mathura district, Kerala. A structured questionnaire was used to collect data from the respondents. The findings of the study shall be helping in understanding the perception and satisfaction of the respondents.
Keywords: *Brand, Consumer behaviour, Consumer perception, Export analysis, FMCG,* ***Sales trends***

I. INTRODUCTION

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. Consumer behaviour is a very crucial topic for study through various aspects. Consumer act differently during their purchase and the lot of factors come into consideration. The various factors can be classified into internal and external factors and these have a tremendous influence on the purchase decision. The internal factors are needs and wants, self-concept, belief, past experience and expectation. The various external factors are size, shape, intensity, appearance and status.

Both internal and external factors generate selection intention in the minds of consumers, selection attention is the tendency for consumers to give more information to which they are exposed to the products may be at the time of purchase, post purchase experience or through advertisement. Due to repeated dissemination of information to the consumers it helps the consumers to create awareness in the mind and to recall the product at the time of purchase.

Fast moving consumer goods is a very fast-growing industry and caters the needs of the consumers for the daily consumed goods. Due to the health-conscious consumers, majority of the companies are going herbal and natural. So that they can retain their consumer base. FMCG products that have a quick turnover and relatively low cost. Though the absolute profit made on FMCG products is relatively small, they generally sell in large number and so the cumulative profit on such products can be large. FMCG have a short shelf life. Either as a result of high consumer demand or because the product deteriorates rapidly.

The Indian herbal market is flooded with numerous well known and recognized herbal brands. Consumers of this millennium have become more concern about their health and also inclined to maintain quality of life which is reflected through the preferential consumption of those products that protect the good state of their as well as provide maximum satisfaction. In pursuit of a healthy lifestyle India have become more inclined to ayurvedic or herbal therapy as an alternative healthcare for natural cure. The choice and usage of a particular brand by the consumer over the time affected by the quality benefits offered by the brand especially when it comes to brand of eatable and cosmetics.

The demand of herbal medicines is increasing rapidly due to their skin friendliness and lack of side effects. The best thing of the herbal cosmetics is that it is purely made from herbs and shrubs and thus is free of side-effects. In Indian scenario, perception and preference about a particular brand are important because Indian customers rely on the perception of their near and dear ones before actually buying or using the product. The perception and preference of people around us affect our decision to buy or not to buy the product. Perceptions are highly subjective and thus easily distorted. The qualm of buying and not to buy continues into the mind or the black box of the perspective consumer unless his decision is not supported by many. Thus, in order to survive in the marketing environment of a country like India, brands need to be positioned in the minds of people.

India is already an attractive destination for brands to set in due to favourable marketing conditions.

India has known to be a hub of herbal brands as well since the herbal products are deeply associated with the spirituality sentiments of people. A world health organization study estimates that about 80 percent of world population depends on natural products for their health care instead of modern medicines primarily because of side effects and high cost of modern medicine. The worldwide herbal market products are around $6.2 million and estimated to reach $5 trillion by the year 2050.

Patanjali Ayurveda was formed in January, 2006 as a private limited company by yoga guru Ramdev and his partner Sri Acharya Balakrishna. In June, 2007, it was converted to a Public Ltd. Company. It is registered under the Companies Act, 1956 and has its registered office in Bijwasan, New Delhi and three other offices in Haridwar. The company was started with the vision of uplifting the life of Indian farmers by locally sourcing the raw materials from them and making their lives better while at the same time provide an opportunity to the Indian masses to move towards healthy lifestyle by promoting Ayurveda and herbal products.

Baba Ramdev started off as a yoga trainer who featured in televised programs in Aastha and Sanskaar channels and made Indians realize that they have forgotten Indian tradition and art forms- one of them being yoga. He got wide acceptance and word of mouth publicity helped him reach to a wider audience. He projected Yoga as a panacea to all the health problems. In its first year of operations, 2008, Patanjali generated revenue of over 60 crores.1 Almost 10 years later, the home-grown venture has grown to be a 5000crore company and is posing a threat to the well- established companies in the FMCG domain.

II. RESEARCH PROBLEM STATEMENT

The research problem is mainly to find the major factors which is affecting on consumer behavior and customer perception influences the product and services. This research is very important for a company to know how the customers perceive their products, services of the organization as a whole.

Consumers are the masters of their money and they have an enormous influence on the economic market change because they possess the ability to implement and coordinate their choice of spending or saving in the purchase decision. Consumers are influenced by their attitude towards the product and therefore marketers need to implement their strategies and tactics frequently in order to achieve more consumers.

Satisfaction and accurate target in finding out what customers are aware and their buying preferences and there by offering products according to their needs will help the industry stake holders to enrich their customer experience and accelerate growth of the market. Hence this project aims to explore the consumer's perception and buying preferences towards selected Patanjali Ayurvedic & herbal products.

OBJECTIVES OF THE STUDY

- To analyze the factors affecting on consumer behaviour towards Patanjali products
- To examine the perception of 'PATANJALI' in minds of Consumers.
- To identify the attributes that a customer keeps in mind while buying 'PATANJALI' products.

SCOPE OF THE STUDY

The study is focused on consumers' perception and preference of Patanjali products. The competition for every product is increasing. So, marketers will definitely have to think of retaining customers by meeting their expectations and keeping them satisfied. The information gathered through this systematic market study would help the company to understand the consumer's perception and preference. It will contribute the company the right feedback to assess the product position in the competitive market. The study can be applied to FMCG who is dealing with same products. The study is applicable to Mathura district in Uttar Pradesh.

LIMITATIONS OF THE STUDY

- The answers will depend upon the attitude, opinion and sharing mentality of the respondents.
- The data collected from primary source are time consuming.
- The study is restricted to Mathura area only, hence the result may not hold good in other part.

III. REVIEW OF LITERATURE

1) Anupriya S (2018) on the subject of study on consumer preference and perceptions of the product Patanjali. It is noted that most customers know the product through advertising; Customers are satisfied with the quality and price of the product. The study describes that a large part of the user is satisfied with Patanjali products. It may be due to the product's ability to fix the problem. Patanjali enjoys the valuable position in the market through the spiritual component involved in his products.

2) Agarwal A (2017) on the effects of Patanjali products on the FMCG business dominated by multinationals such as HUL, P & G, Nestle, etc. The study concluded that Patanjali should focus primarily on advertising, quality, price, and experience, which would eventually lead to value communication. The next opinion will automatically be positive if people give positive word of mouth or give recommendations on

Patanjali Ayurvedic products. Patanjali has increased its advertising spend and this is reflected in our results, where advertising is the most important factor for consumers who value communication.

3) G Satheesh Raju and R Rahul (2016) on customer preference over Patanjali products: a study on consumers related to Warangal. The basics of study results to find out the rest of the age groups prefer food products. Therefore, driving performance can be used to drive the market, as people become healthier by introducing healthy food products. The study found that noodles were not bought repeatedly by Patanjali. Respondents showed less interest in detergents but were interested in toothpaste. Patanjali goes into a lot of business, it is suggested that it focuses on more cosmetics, health and food related products.

4) Charwak B (2016) on customer satisfaction with Himalayan skin care products. The study shows that most respondents know the herbal products. People do not consider cosmetics as a luxury now; most consumers are of the opinion that there are more chemicals in cosmetics that cause many side effects, and they are starting to switch to herbal cosmetics. This study allows manufacturers to know the needs and preferences of customers.

5) Rajan L P (2016) conducted a study on consumer perception of ayurvedic products, with special emphasis on MEGHA Herbo-Care Ayurveda Pharmacy Varode Mathura. The study was conducted to identify consumer perceptions of ayurvedic products with particular reference to Megha's Herbo Care Ayurveda Pharmacy. This pharmacy is a GMP (Good Manufacturing Practice) certified pharmacy. The pharmacy maintains a good relationship between its consumers by offering them good quality products. All consumers of the company were satisfied with the products and would like to recommend the products.

6) Pandey P and Sah R (2016) conducted a study on the growth of Swadeshi- A case study on Patanjali Ayurvedic Ltd. The conclusion from the study was that Patanjali Ayurveda, in the midst of this competition, has risen to innovation, alternative marketing techniques, and cheap, good quality products. The position of Patanjali Ayurveda is then examined with a particular focus on product offerings, market share, sales trends, marketing strategies, dealer network, export analysis and more. It also highlights areas where the company needs to work to sustain its growth and develop great power in the Indian FMCG space.

7) Ali and Yadav (2015) in their study entitled “A study of consumer perception of herbal products in Bhopal: A study on Vindhya herbal products” shows that the consumers concern towards health risk and harmful effects of chemical products forcing them to switch over to natural products. According to expert brand having low familiarity and high favourability need to invest in marketing efforts and must gain the attention of more people. The brand loyalty of customer towards herbal products is low. People use more than one brand of herbal products at a time. They switched over another brand in case of non-availability. Marketing is considered to be the heartbeat of an organisation. Therefore, it is very essential for a firm that it must think that what it is doing and what its competitors are doing.

8) Dutta (2015) in his study entitled “Study of Present Market Standing of Yogi Guru Ramdev’s Flagship Brand Patanjali in Ayurved & FMCG Sectors in & around Siliguri City of North Bengal” states that Indian health care industry has undergone a paradigm shift due to people’s inclination to Ayurvedic/Herbal therapy in order to get rid of the various adverse post treatment effects of Allopathic medication. Marketing aspect is neglected by many companies. This marketing aspect mainly includes Product quality, Price & its fluctuating trend, Promotional campaigning, Easy availability i.e. distribution. Out of these, Product Quality and Promotional measures play more influential role in shaping the buying attitude towards Ayurvedic items compared to Price and Availability. Among the 12 popular Ayurvedic companies in Siliguri, Patanjali’s growth rate appears to be praiseworthy in terms of sale, awareness and number & size of outlets. Within a very short time of last 5 years, awareness and utility of Patanjali’s deep product- assortment have been so wide spread that it secures 3rd position after Dabur & Himalaya in and around Siliguri.

9) Dr. Surinder Singh Kundu. "Customers’ Perception towards the Fast Moving Consumer Goods in Rural Market: An Analysis", International Journal of Techno- Management Research, Vol. 01, Issue 02, September 2013 - Dr Kundu observed that a consumer sets a frame of references in his/her mind to choose or purchase a product or service of same or different brands or producers. Keeping in view the frame of references the present paper is an attempt to study the factors affecting the purchase decision of consumers towards purchase of the Fast-Moving Consumer Goods (FMCGs) and to recommend the policies which may be adopted by the advertisers to enhance awareness among the rural buyers. The study used primary data collected from a sample of 1000 rural consumers from the 40 villages of 04 districts of Haryana state with the help of a well- structured questionnaire by following "Foot-in-Door Strategy" (FIDS) and found that rural buyers perceived that TV commercials followed by print advertisements and word of mouth plays a significant role for taking the decision to purchase these FMCGs. Further, they consider their own experience, display at shops; incentive schemes for the purchase of these FMCGs, whereas they do not fully agree that advice of beautician influences their decision towards the purchase of these FMCGs. On the other hand, rural buyers perceived that social factors are not so strong that those may influence their decision to purchase these FMCGs. Hence, it may be recommended that the producers or marketers should frame ethical advertising strategies keeping in mind that rural people are fond of electronic and print media advertisements.

10) Pravin Kumar Bhoyar, Asha Nagendra."Effectiveness of FMCG Distribution Channels with Respect to Satisfaction of Consumers in Rural Markets", Indian Journal of Marketing, January 1, 2012, Volume 42, Issue 1- Praveen and Asha suggest that distribution is the most important variable in the marketing plans of most consumer goods manufacturers. It is estimated that there are over a million market intermediaries' distributors, super-stockiest, wholesalers, Stuckist's, transporters and retailers - who are involved in the distribution of a variety of consumer goods all over the country. This study focuses on the effectiveness of FMCG distribution channels with respect to the satisfaction of consumers in the rural market. Two companies - Hindustan Unilever Limited (HUL), and Godrej Consumer Products Limited (GODREJ), which are pioneers in Fast Moving Consumer Goods (FMCG) in the rural market were selected to study their distribution channels in 2 rural districts of Maharashtra. Two different questionnaires were designed - one for channel members, and the other for rural consumers. Results revealed that there are two distinct segments of consumers in the rural markets. One set who cannot read, write or understand with ease. They do not buy branded products. They have their own method of identification of products and communication with the retailers. Rarely do they purchase branded packaged goods. The other set was the slightly educated ones, who bought branded products and demanded range in products. The study also revealed that there were limited stocks of products at village retailers; hence, customers had to wait for some days. So, it compelled them to travel outside their villages to meet their demands. The effectiveness of FMCG distribution channels in rural markets depended upon the satisfaction of the rural customers. Since there was either poor quality or prevalence of duplicate brands in the rural market, rural customers were not getting good quality and authentic brands in the rural market of Sangli and Kolhapur districts. Hence, it was proved that the existing FMCG Channels of Distribution in Rural Maharashtra did not serve the customers well. This research was done between January 2009 and December 2009.

11) Md. Abbas Ali, Venkat Ram Raj Thumiki and Naseer Khan. "Factors Influencing Purchase of FMCG by Rural Consumers in South India: An Empirical Study" International Journal of Business Research and Development, Vol. 1 No. 1, pp. 48-57 (2012) - Md Abbas , Venkat and Naseer observed that with more than six hundred thousand villages and more than 70% of the population, rural India has become a massive consumer goods market. FMCG has emerged as a major product category in rural consumption. Companies marketing FMCG to rural consumers cannot merely extend their general marketing strategies to rural markets. Instead, they need to devise rural specific strategies. In this process, they need to understand crucial issues relating to rural consumer behavior and more specifically relating to different geographic regions of the country. This paper focuses on understanding factors that affect the rural purchase of FMCG in South India. Empirical study was conducted in 8 districts of South India to identify the key influencing variables. Factor analysis was used to form 24 key variables into five groups (influencing factors). Influence of retailers' recommendations has emerged as the most significant variable in the trust factor. According to the study, rural consumers in South India consider that usage of FMCG contributes to their lifestyle.

12) Panichukunnath Ajith" 3P Framework: Rural marketing in India", SCMs Journal of Indian Management, January-March 2010 – Ajith Panichukunnath (2010) has emphasized on the 3ps of marketing viz push marketing, pull marketing and pull up marketing. Taking into account the retailers of rural India push and pull strategy may be very effective and create very good impact in the market. As the rural traders are not receiving equal importance as the urban one. The rural market is heterogenous and only a retailer is brand ambassador of the marketer towards the rural consumers. If such brand ambassador is trained and forced to convert goods onto cash then a firm can enjoy leadership in rural and urban India both.

13) Mishra Kumar Arvind, Pallavi "Rural Marketing in India Opportunities and Challenges" Advertising Express, April 2010 – Arvind Kumar Mishra (2010) draws an attention towards non availability of product, lack of proper communication and ignorance of rural consumer's expectation in terms of offerings. Many multinational companies have achieved very good market share in small value products but in case of high value products it requires more efforts and courageous steps in terms of setup of separate network, deep distribution system, and better customer service specifically after sales and even before sale.

14) Prahalad, CK. "Nobodies the New Somebodies", Economic Times, 6th Jan, 2010, p 29 – Prahalad (27) observed that in many products, because the unit packs are small, and even expenditures are small, if people are not satisfied, they can now switch brands. They'll switch either if they're not satisfied or better value is available. A lot of poor consumers are willing to pay for quality. Therefore, companies have to learn that quality is a critical component of the brand promise. That is a big shift in India for the last 7-8 years.

15) Tran, Q. and Cox, C. Advances in Business Marketing and Purchasing, Emerald Group Publishing Ltd, 2009, pp 115-194- The retailers are often seen as irrelevant to the source of brand value, resulting in manufacturers not targeting retailers to help them build stronger brands. Tran et al (11) observed that potential occurs, therefore, for some channel conflict to exist between manufacturers and retailers. On the one hand, retailers tend to focus on building their own, private brands to differentiate themselves from other retail competitors and to increase their power in relation to manufacturer brands. At the same time, most retailers still

need to create a good image in the consumer marketplace by selling famous, manufacturer branded products. In other words, retailers often have to sell famous brands even if they would prefer to sell other brands including their own. Manufacturers tend to focus their brand building efforts on the consumer market to entice consumers to insist that retailers stock their brands, rather than placing any real emphasis on building a strong and positive brand relationship with the retailer directly.

16) Garga Pawan (2009), "Rural Marketing of Select Fast Moving Consumer Goods in Punjab," Indian Journal of Marketing, vol. XXXIX, No. 5, May, pg21-27- Garga Pawan (2009) 44, in his study concluded that, instead of smaller packages, medium packages were reported to be the most preferred with only exception of shampoo. From testing of hypothesis relationship was observed to be existing: between consumer's purchase decisions on the basis of price and the select FMCG product categories; consumer opinion about inferior quality of loose products and district of respondents; consumer's opinion about the quality of products stocked by rural retailer and district to which they belong; rural consumer's trust on the matter of the advertisements and the different districts. It is recommended that neither rural Punjab should be treated as single homogeneous market nor different FMCG products categories be planned in a similar manner. Specific marketing strategies based on the different elements of Marketing Mix have also been developed in the paper.

17) Annapurna, MY. "Marketing to the Indian Rural Consumers", Marketing Mastermind, May 2009, p 35-39- The key challenge that companies face in the rural market is to identify and offer appropriate products without hampering the company's profitability or margins. Annapurna (19) found that the companies should recognize that rural consumers are quite discerning about their choices and customize products and services accordingly. The products should not only be made available at the right time and right place but should also be affordable and acceptable to the rural people. There is lack of proper transportation facilities and logistic services, implementing appropriate marketing communications and challenge in training the sales force to make them understand the rural mindset and motivating them to go and work in the villages.

18) Vijayraghvan, K. "Future Group Boycotts Cadbury, Clashes with MNC Confectionery Maker over 'Pricing Discrimination' Vis-A Vis Foreign Retailers", the Economic Times, Pune Edition, 3rd Jun 2008, p 1- The main reasons for conflict between manufacturers and retailers are that the manufacturer is not cutting uniform deals with all retailers and is giving better deals to international retailers who may have larger stakes in global markets and has better deals with international retailers where there are larger stakes involved. Vijayraghvan (9) observed that the company's conditional terms remained unacceptable, offering fill rates (stocks on shelf) of only 65%. Such terms are unfair, especially when they have to pay the rent for the entire shelf space to the developer. Another reason is the company has also been insisting on payments only after an external audit which, for retailers who buy and sell and not really stock up, is unacceptable.

19) Sangameshwaran, P. "HUL Provides Back- end Support to Distributors - Outsourced Logistics Services to Ease Distributor Burden", the Economic Times, 29thJul 2008, p4 - To remove the conflict between the manufacturer and its distributors, the consumer goods giant Hindustan Unilever (HUL) has tied up with a third-party logistics service provider to manage the entire back-end distribution chain on behalf of its distributors. Sangameshwaran (10) reported that the project is expected to take away a major burden faced by several distributors i.e., managing stock positions and delivery schedules. The initiative will help the distributor to focus on customers. At present, a lot of distributors get constrained by factors like concentrating on the backend in areas like finance, logistics and space management. The task is to create a distributor organization that is customer facing rather than inward looking. HUL is encouraging its distributors to become entrepreneurs and run the business as a professional distribution house and take on the onus to deliver growth.

20) Seung -Eun, L. Kim, KPJ. and Sherri, GA. "Small-town Consumers' disconfirmation of expectations and satisfaction with local Independent retailers", International Journal of Retail and Distribution Management, Emerald Group Publishing Ltd, Vol 36, Issue 2, 2008, p 143-157- Most of the strategies performed by small - town independent retailers did not meet their local consumers' expectations. Specially, merchandise assortment and availability, such as offering a unique and large selection of products, showed the largest discrepancy between respondents' expectations and retailers' performance, indicating that independent retailers are not meeting their consumers' needs in these areas. Seung-Eun et al (4) observed that the participants who were satisfied with their independent retailers, shopped locally, were strongly attached to their communities, and were willing to support their local independent retailers.

IV. RESEARCH METHODOLOGY

Research is a process through which we attempt to achieve systematically and with the support of data to answer a question, the resolution of the problem, or a greater understanding of the phenomenon. It is a systematic way to solve problems. This research involves descriptive research as the study attempts to describe the situation prevailing. The people residing in Mathura city, Uttar Pradesh are considered as the population of the study. Data were collected from 150 respondents using a convenience sampling procedure. Both Primary and Secondary data was used for the study Primary data refers to the first- hand information that an investigator himself collects from the respondents. In this study, primary data were collected primary data using a structured questionnaire. Secondary data is collected from published sources like publications on various Websites, Articles, and newspapers. Single variate and bivariate analysis using descriptive statistics were implemented.

V. DATA ANALYSIS

Age group	**Less than 25 years**	**105**
	25-50 yrs	
	More than 50 yrs	**7**
Gender	**Male**	**99**
	female	**51**
Employment	**Students**	**89**
	House wife's	**46**
	Salaried person	**15**
Awareness	**Aware**	**140**
	Not interested	**2**
	Not aware	**8**
Source of knowledge	**Television**	**64**
	News papers	**15**
	Yoga camp	**5**
	Advertisements	**64**
Awareness through	**Television**	**64**
	Friends and relative	**28**
	Local shop keeper	**20**
Purchasing criteria	**Daily care**	**41**
	Personal products	**30**
	Health care	**30**
	Natural food products	**29**
	Home care	**15**
	Ayurvedic	**4**

VI. FINDINGS

The analysis shows 150 respondents out of which70% are less than 25 years old. Only 4.66% are coming under the age group of more than 50 years old. 66% add up males and the rest 44% are female respondents which depicts there are a greater number of males who use Patanjali products The analysis of the employment status shows 59% of respondents are students. From the analysis made from 150 respondents shows that 95% of respondents are aware about the Patanjali products. Only 5% of respondents are not known about Patanjali products.

It means that most of them very familiar with Patanjali products. Advertisement on television is more suitable in the case of Patanjali products. Because 43% of respondents are known about the product through television advertisement. Only 3% respondents are aware about the product through yoga camp of Baba Ramdev. Advertisement on social media is secondly influencing factor it shows 22%. The 19% says awareness through friends and relatives. Then the 13% says it is through local shopkeepers.

When checking on the purchase of Patanjali products we can conclude that most of the respondents are purchasing Patanjali product in their daily life. 27% of respondents are purchasing natural personal care products like shampoo, soap, paste etc. 21% of respondents are using natural health care products like ghee, honey etc. 20% of respondents are using natural food products like rice, tea, pickle etc. 19% of respondents are using herbal home care products like agarbathi, dish wash etc. 10% of respondents are using ayurvedic products in their daily life. Only 3% of people are purchasing Patanjali publications like CD, DVD etc. when considering the spending habit respondents spending money on natural health care product is only 5%.

Which shows that the loyal customer of Patanjali is very less. Rather than 23% of people saying they were never using Patanjali health care products. Considering money spending in ayurvedic medicine 32% of respondents are not buying ayurvedic products in their life. 27% of respondents are purchasing the product rarely in their life. Only 5% of respondents are purchasing ayurvedic medicine in regularly and always. 33% of respondents are never purchasing herbal home care products.

Money spending on Patanjali publications is very less percentage. Only 2% of respondents are only buying the products regularly. 71 % of respondents are saying that they were never using Patanjali publications. 13% saying that they were buying the products not in a specific period of times. 8% says that they were spending money on Patanjali publications in sometimes. 6% says that they purchase in often situations. 45% of respondents are saying the quality of products is good. The same time 6% saying that quality of Patanjali is very good. 30% saying that neither agree nor disagree. But same time 10% saying that the quality is not good and 9% strongly disagree that quality is good.

They are saying quality of Patanjali is not satisfactory. Regarding the positive feedback regarding the product harmfulness. 37% of people say that they were neither agree nor disagree. 36% says that the product is not harmful they agree with the statement. 13% of respondents are disagree with the statement.7% of respondents are saying they were strongly agree with the statement. But same time 7% says they strongly

disagree with the statement. Baba Ramdev is not influencing the customers of Patanjali. Only 3% of them are strongly agree with the statement. 30% of responses are strongly disagree with the statement. 27% of respondence disagree with the statement on the sametime.25% stands still in neutral way and only 15% of them are agree with the statement.

Here we can conclude that Baba Ramdev is not influencing the respondent. most of the respondents are coming under Neither agree nor disagree. Which means they are coming in neutral stage they are not completely agree with they are purchasing Patanjali products because of it promoting swadeshi movement. Respondents are not buying Patanjali product because of good faith in yoga and Ayurveda. 14% of respondents strongly disagree with the statement and 20% disagree with the statement. When analysis is made on whether Patanjali is cheaper than other FMCG, 35% of respondents are coming under neither agree nor disagree.

Only 28% of respondents are agree with the statement that Patanjali products are cheaper than other FMCG products in the market. The same time 5% of respondents are strongly agree with the statement. But 23% disagree with the statement and 9% strongly disagree with the statement. When it comes to trusting of Patanjali advertisement 30% of respondents are neither agree nor disagree with the statement. 28% of respondents are saying that they are not trust the advertisement of Patanjali. 13% also disagree with the statement that trusts on advertisement of Patanjali products.

But the same time 24% of respondents agree with the statement. 5% of them also strongly agree with the trust on Patanjali products. The Patanjali products are easily available in the market in greater extent. 30% of respondents agree with the statement and 6% strongly agree with the statement. 37 % of respondents are coming in neutral stage. But the same time 19 % disagree with the statement they are not easily available on market and 8% also strongly disagree with the statement. Most of respondents are agree with the quality of products 37% agree with the statement and 5% strongly agree with the statement. 35% categories of respondents are coming under neither agree nor disagree with the statement.

But the same time only 14% disagree with the statement and only 9% is strongly disagree with the statement. Most of the respondents are feel safe and good while using Patanjali products. 34% of respondents agree with the statement and 6% of respondents are strongly agree with the statement. 42% of respondents are coming under neither agree nor disagree with the statement. 9% disagree with the statement and 9% strongly disagree with the statement. While analysing the solution to health problems by usage of Patanjali products, 38% of respondents are coming under neither agree nor disagree with the statement .25% of respondents are agree with the statement that Patanjali helps to find solution for health problems. 6% strongly agree with the statement. But 20% disagree with the statement and 11% strongly disagree with the statement. 40% of respondents are agree with the statement that Patanjali is worth for the money which they are spending. 6% of respondents are strongly agree with the statement. 38% of respondents are neutral

to the statement and 9% of respondents are disagree with the statement that money is not worth for the product.7% of respondents also disagree with the statement. The major problem faced by the respondents is non availability of product in retail shops which is 35%. The next problem they show that high cost comparing to other FMCG products23%.

Then 13% says that only few varieties are available. 19% replied that non availability of products in online. 10% says they have lack of knowledge about the products. 38% of the respondents are expecting more offers and discounts in future. 25% expecting availability of more products in online. 17% of respondents are expecting variety of products. 11% response that they require more innovative products. 9% says they need some other changes. 35% respondents disagree with the statement that they will continue purchase when price of the product become increased. 13% strongly disagree with the statement.

Which menace they will stop purchasing when the price of the product becomes increased. 35% stand in a neutral stage and 18% agree with the statement and 3% strongly agree with the statement.

VII. SUGGESTIONS

Advertisement on television and social media is more influencing in Kerala so they can invest more on this field. Kerala people are more concisions about the quality and safety here they have a positive attitude towards Patanjali products so they have to market the product in this way. But the influence of Baba Ramdev is less so it is better to adopt a famous person in Kerala for promoting the products. Swadeshi movement is more powerful India because of the issue with china, so giving more concentration on this field will influence the customer and helps to increase the sales. Try to make available all Patanjali products in nearest retail shop of customers.

Most of the products are only available in Patanjali stores only. It will try to go for another FMCG products. Now customers are going for online shopping, so give more importance to online selling also. Try to make available in local areas also. Give more innovative products in market don't make a sudden increase in price.

VIII. CONCLUSION

Patanjali products are established ayurvedic products in India so Indians are more confident on buying these products because of its quality, price, no side effects and solution for health problem. Consumer behaviour toward Patanjali is built largely on the satisfactory value the user receives after paying for the product and the benefit the user looks for. In the above study a large portion of the users are satisfied from Patanjali products. It may be because the factors which influence customers like quality, Ayurveda, Swadeshi product, good for health etc. the satisfactions bring in the retention of customers. Patanjali is enjoying the advantageous position in market through spirituality elements involved in its products. So Patanjali have a good market in Indian FMCG sector.

Here we can conclude that consumer behaviour towards Patanjali products is satisfactory. Which menace consumers are confident on buying Patanjali products rather than other products. The quality, price, ayurvedic feature, swadeshi movement, good advertisement policy, no side effects and variety of products availability are mainly influencing the customers. So, this brand has a good position in the mind of customers and market also.

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