

The main purpose of the present article is to understand the attitude, perception and preferences of the women towards Patanjali's personal care products and also to investigate the awareness of the women regarding these products of Patanjali. This study is also to investigate the factors which motivated a woman to purchase the personal care products of Patanjali over other brands. In view of this the objectives of the research paper are as follows:-

- (1) To study the perception and preferences of women towards personal care products of Patanjali.
- (2) To study the women awareness and the sources of awareness regarding personal care products of Patanjali.
- (3) To investigate the factors which motivated a woman to purchase the personal care products of Patanjali over other brands.

Hypotheses:

In the light of above objectives, the hypotheses of the present research article are as follows:

Ho (1): All the women have same perception towards personal care products of Patanjali Ayurveda Ltd.

Ho (2): All the women have same reason to prefer personal care products of Patanjali Ayurveda Ltd.

Ho (3): The awareness level does not differ significantly among the women regarding personal care products of Patanjali Ayurveda Ltd.

Ho (4): All the women get motivated by the same factor to purchase personal care products of Patanjali Ayurveda Ltd.

Research Methodology:

Research Design: Descriptive research design is used in the present study.

Period of the study: The study was conducted for a period of 2 months.

Study area: The study is undertaken in Haridwar and nearby places where Patanjali stores were situated.

Sampling Method: Sampling method is a process that is adopted by a researcher while choosing sample from the population. For the present study the total 130 women were selected through accidental sampling technique.

Data Collection:

Both primary and secondary data were collected for the present study. Primary data were collected through the Questionnaire schedule. For this purpose, researcher visited the

Patanjali stores whenever required to interview the women consumers presented at the store that time (Due to Covid Pandemic 2021, FMCG stores of Patanjali were opened as per government instruction). Secondary data were collected through the journals, books and internet. The data collection period was from 20th April to 17th June 2021.

Data Analysis:

Data was analysed with the help of SPSS 22.0 software. Appropriate statistical tools were applied to analyse the collected data. For Descriptive analysis Frequency, Mean, and Standard deviation and for inferential analysis t-test and Chi-Square have been applied.

Data Analysis and Results:

Descriptive Statistics:

Table-1.1

| Age of Women | Frequency | Percent |
|---------------------|------------------|----------------|
| 25-35yrs | 75 | 57.69% |
| 35-45yrs | 36 | 27.69% |
| above 45yrs | 19 | 14.62% |
| Total | 130 | 100% |

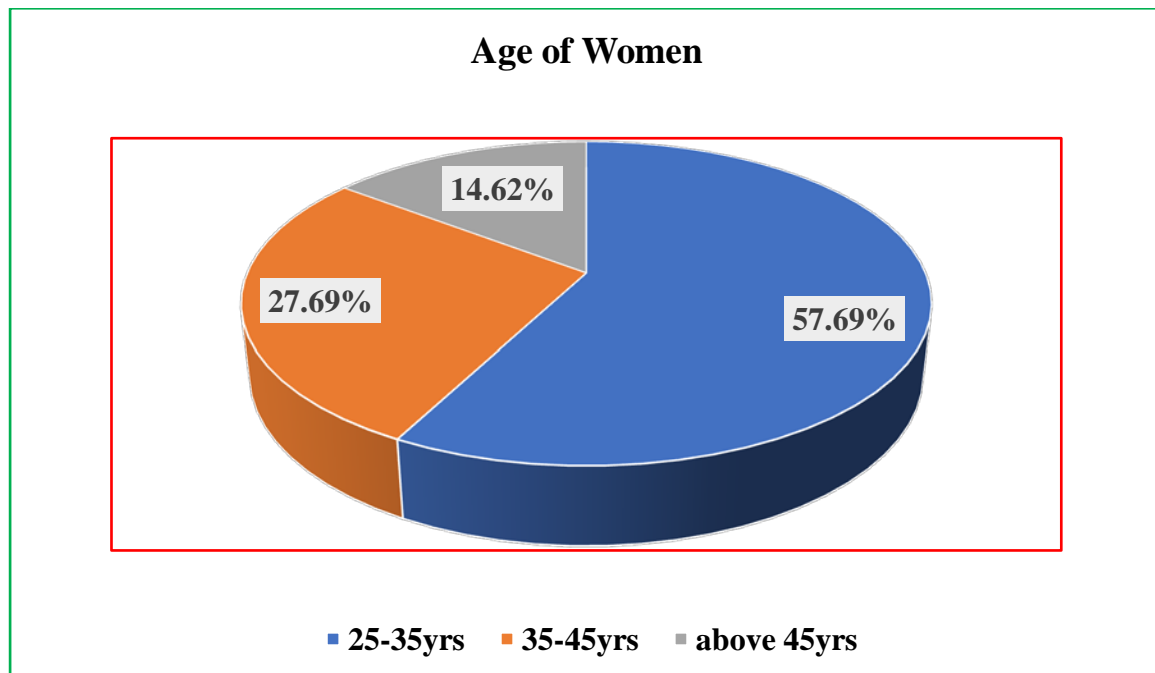


Table 1.1 shows the age of the respondents and reveals that majority of the women (57.69%) are under 25-35 years followed by 35-45 years. Only 14.62% women respondents are above 45 years.

Table-1.2

| Frequency to use Patanjali's personal Care Products | Frequency | Percent |
|---|-----------|---------|
| Twice a day | 39 | 30% |
| Once a day | 46 | 35.39% |
| Fortnight | 13 | 10% |
| Monthly | 32 | 24.61% |
| Total | 130 | 100.0% |

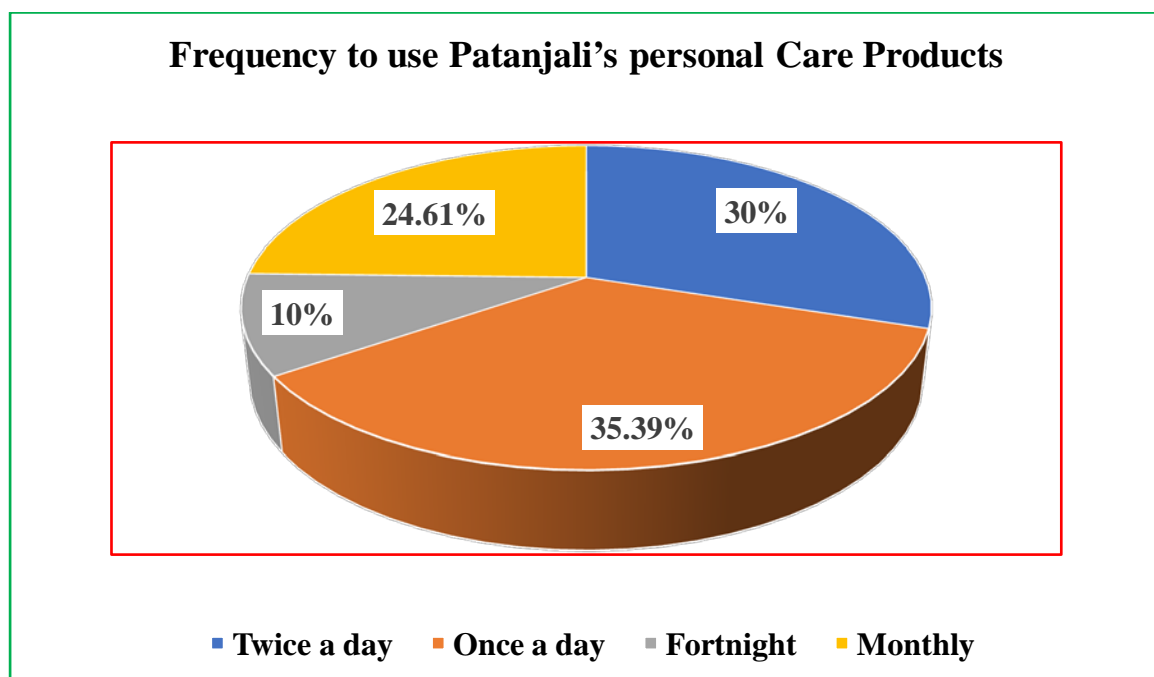


Table 1.2 shows the women's frequency to use Patanjali's personal care products and reveals that majority of the women (35.39%) use Patanjali's personal care products on a daily basis. 30% of women use these products two to three times in a day, whereas 10% use these products fortnightly. A significant portion of women respondents (24%) use personal care products of Patanjali on a monthly basis.

Table-1.3

| Awareness Level About Patanjali's personal Care Products | Frequency | Percent |
|---|------------------|----------------|
| 80-100% | 52 | 40% |
| 60-80% | 38 | 29% |
| 40-60% | 30 | 23% |
| 20-40% | 6 | 5% |
| Less than 20% | 4 | 3% |
| Total | 130 | 100.0% |

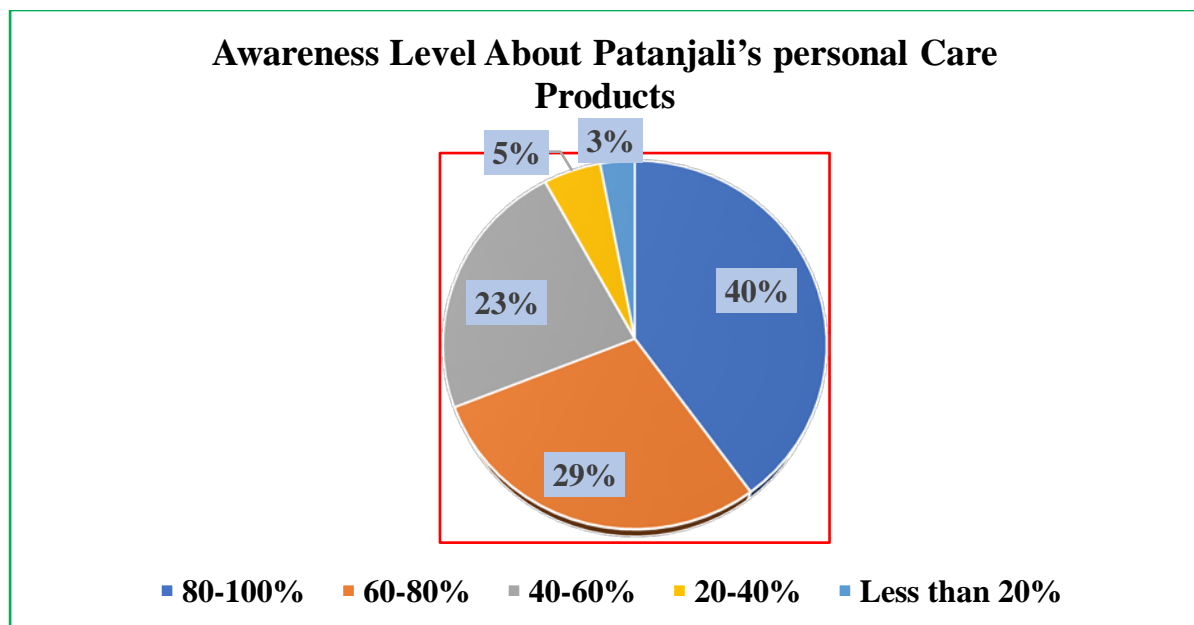


Table 1.3 reveals the awareness level of women regarding Patanjali's personal care products. Results shows that majority of the women respondents (40%) have excellent knowledge about the personal care products of Patanjali followed by 29% and 23% women who have extremely good and fair awareness respectively. Whereas only 5% women are there who are very less aware and 3% women are hardly aware about the Patanjali's personal care products.

Table-1.4

| Sources of Awareness about Patanjali's personal Care Products | Frequency | Percent |
|--|------------------|----------------|
| TV & Print Media | 81 | 62.30% |
| Radio | 7 | 5.38% |

| | | |
|------------------|-----|--------|
| Social Media | 25 | 19.24% |
| Billboards | 5 | 3.84% |
| Online Marketing | 12 | 9.24% |
| Total | 130 | 100.0% |

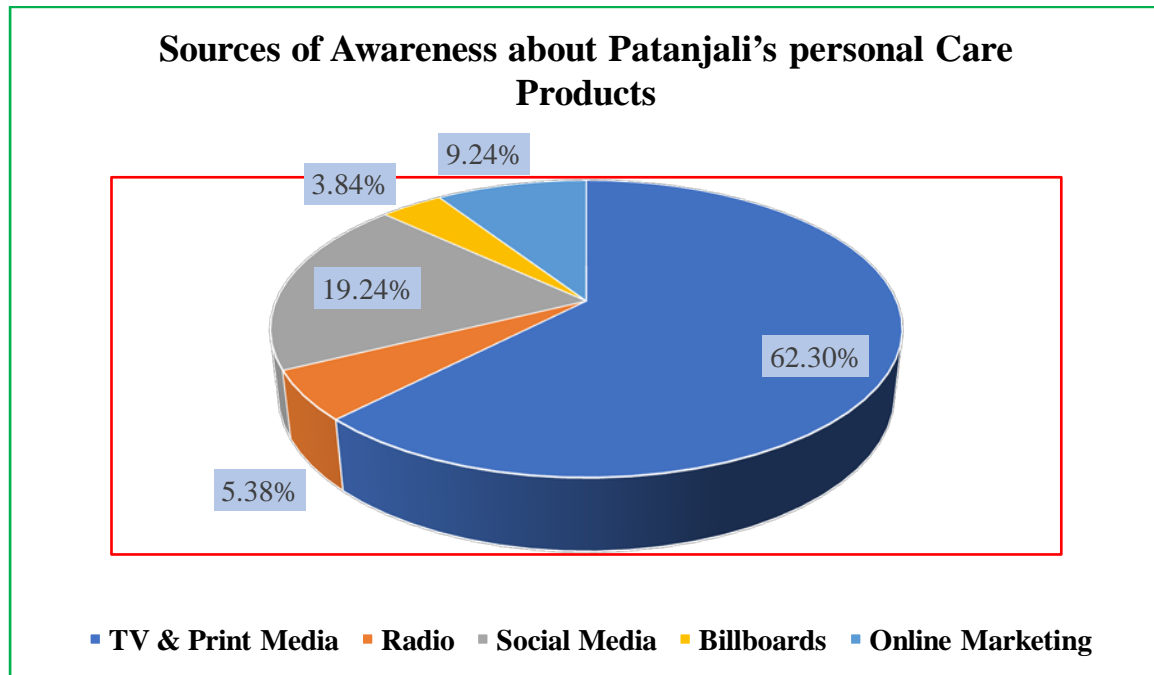
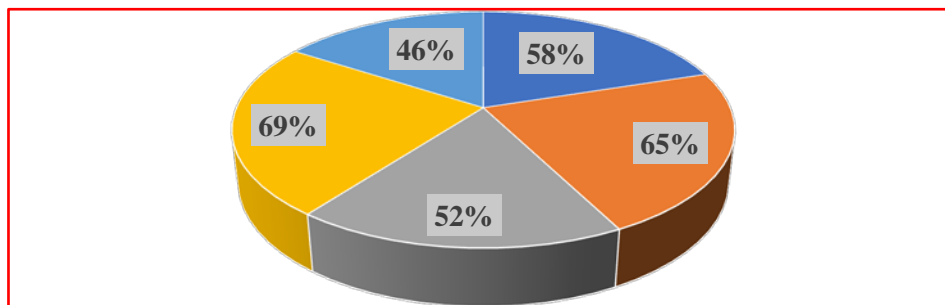


Table 1.4 reveals the sources of awareness about Patanjali's personal care products. Results indicate that majority of the women respondents (62.30%) get aware through TV & Print Media about the personal care products of Patanjali followed by social media (19.24%) and Online Marketing (9.24%). Whereas Radio (5.38% and Billboards (3.84%) play a very nominal role for women as a source of awareness towards Patanjali's personal care products.

Table-1.5

| Motivational Factors to Purchase Patanjali's personal Care Products | Frequency | Percent |
|--|------------------|----------------|
| Prices of the products | 75 | 58% |
| Quality of the products | 85 | 65% |
| Baba Ramdev (Brand Ambassador) | 67 | 52% |
| It is Swadeshi | 90 | 69% |
| Easily Available at every place | 60 | 46% |

Motivational Factors to Purchase Patanjali's Personal Care Products



- Prices of the products
- Quality of the products
- Baba Ramdev (Brand Ambassador)
- It is Swadeshi
- Easily Available at every place

Table 1.5 reveals the various factors which motivate women to purchase Patanjali's personal care products. Results indicate that majority of the women (69%) purchase Patanjali products as it is Swadeshi company. They also considered Quality (65%) and Price (58%) of the Patanjali products as a motivational Factor to purchase personal care products respectively. The name of Patanjali Brand Ambassador Baba Ramdev is also considered as a motivational factor for women due to which they prefer to purchase these products.

Hypotheses Testing:

Ho (1): All the women have same perception towards personal care products of Patanjali Ayurveda Ltd.

Ho (1a): All the women have same perception that the Patanjali FMCG products are superior in quality amongst all the brands available in the market.

Table-1.6

| Perception towards Quality | Frequency (Observed) | Frequency (Expected) | Residual Value | Chi-Square | P Value |
|----------------------------|----------------------|----------------------|----------------|--------------------|---------|
| Strongly Agree | 43 | 26 | 17 | 68.28 ^a | 0.002* |
| Agree | 49 | 26 | 23 | | |
| Neutral | 29 | 26 | 3 | | |
| Disagree | 8 | 26 | -18 | | |

| | | | | | |
|-------------------|------------|----|-----|--|--|
| Strongly Disagree | 1 | 26 | -25 | | |
| Total | 130 | | | | |

Df-4 $\chi^2=68.28$ p=0.01

Results: Table 1.6 reveals that the value of chi-square is $\chi^2=68.28$ and $p=0.002$ which is less than .05 so we reject the null hypothesis and conclude that there is a significant difference among the perception of women regarding the statement that the Patanjali FMCG products are superior in quality amongst all the brands available in the market. Majority of the women are agreed on this statement whereas a big number of the women respondents have nothing to say about this statement.

Ho(1b):All the women have same perception that products of Patanjali have no side effects.

Table-1.7

| Perception towards Quality | Frequency (Observed) | Frequency (Expected) | Residual Value | Chi-Square | P Value |
|----------------------------|----------------------|----------------------|----------------|------------|---------|
| Strongly Agree | 39 | 26 | 13 | 98.68a | 0.000* |
| Agree | 62 | 26 | 36 | | |
| Neutral | 18 | 26 | -8 | | |
| Disagree | 10 | 26 | -16 | | |
| Strongly Disagree | 1 | 26 | -25 | | |
| Total | 130 | | | | |

Df-4 $\chi^2=98.68$ p=0.000

Results: Table 1.7 reveals that the value of chi-square is $\chi^2=98.68$ and $p=0.000$ which is less than 0.05 so we reject the null hypothesis and conclude that there is a significant difference among the perception of women regarding the statement that the Patanjali FMCG products have no side effect and does not harm their health. Majority of the women perceive that Patanjali products contains ayurvedic ingredient due to which it will not harm our health. On the other hand, many other women showing neutral attitude on this statement and not prefer to answer it. Thus, all the women have different perception towards the side effect of Patanjali's personal care products.

Ho(1c): All the women perceive that Patanjali products have appealing and attractive packaging.

Table-1.8

| Perception towards Product's appealing and attractive packaging | Frequency (Observed) | Frequency (Expected) | Residual Value | Chi-Square | P Value |
|---|----------------------|----------------------|----------------|------------|---------|
| Strongly Agree | 35 | 26 | 9 | 29.22a | 0.000* |
| Agree | 37 | 26 | 11 | | |
| Neutral | 33 | 26 | 7 | | |
| Disagree | 21 | 26 | -5 | | |
| Strongly Disagree | 4 | 26 | -22 | | |
| Total | 130 | | | | |

Df-4 $\chi^2=29.22$ p=0.000

Results: Table 1.8 shows that the value of chi-square is $\chi^2=29.22$ and $p=0.000$ which is less than 0.05 so we reject the null hypothesis and conclude that there is a significant difference among the perception of women regarding the statement that Patanjali Products has appealing and attractive packaging. All the women have different perception towards Patanjali's personal care products packaging. Many women see these products' packaging very attractive and appealing so that they want to buy the products whereas some women don't find products' packaging attractive and buy them due to its quality and price.

Ho(1d): All the women perceive that the label description of Patanjali FMCG products is providing complete and accurate information to its consumers.

Table-1.9

| Perception towards Accuracy of Label Description | Frequency (Observed) | Frequency (Expected) | Residual Value | Chi-Square | P Value |
|--|----------------------|----------------------|----------------|------------|---------|
|--|----------------------|----------------------|----------------|------------|---------|

| | | | | | |
|-------------------|-----|----|-----|--------|--------|
| Strongly Agree | 28 | 26 | 2 | 69.21a | 0.003* |
| Agree | 56 | 26 | 30 | | |
| Neutral | 34 | 26 | 8 | | |
| Disagree | 10 | 26 | -16 | | |
| Strongly Disagree | 02 | 26 | -24 | | |
| Total | 130 | | | | |

Df-4 $\chi^2=69.21$ p=0.000

Results: Table 1.9 shows that the value of chi-square is $\chi^2=69.21$ and $p=0.003$ which is less than 0.05 so we reject the null hypothesis and conclude that there is a significant difference among the perception of women regarding label description of Patanjali's personal care products. Majority of the women agree with this statement that the label description pasted on the products provide complete and accurate information to its consumers whereas some women don't have anything to say about it.

Ho (2): All the women have same reason to prefer personal care products of Patanjali Ayurveda Ltd.

Ho (2a): All the women prefer Patanjali's personal care products because of its good quality.

Table-1.10

| Prefer the product due to its quality | Frequency (Observed) | Frequency (Expected) | Residual Value | Chi-Square | P Value |
|---------------------------------------|----------------------|----------------------|----------------|------------|---------|
| Strongly Agree | 52 | 26 | 26 | 117.91a | 0.003* |
| Agree | 59 | 26 | 33 | | |
| Neutral | 16 | 26 | -10 | | |
| Disagree | 2 | 26 | -24 | | |
| Strongly Disagree | 1 | 26 | -25 | | |
| Total | 130 | | | | |

Df-4 $\chi^2=117.91$ p=0.003

Results: Table 1.10 reveals that the value of chi-square is $\chi^2=117.91$ and $p=0.003$ which is less than 0.05 so we reject the null hypothesis and conclude that all the women of the present study don't prefer the products of the Patanjali only because of its good quality. There may be many reasons i.e. its price, its' brand name, it's availability and it is ayurvedic etc. Thus, all the women have different reason to prefer Patanjali's personal care products and Quality is one of them.

Ho (2b): All the women prefer Patanjali's personal care products because it provides Large Variety of chemical free products.

Table-1.11

| Prefer the product due to its large variety of chemical free | Frequency (Observed) | Frequency (Expected) | Residual Value | Chi-Square | P Value |
|--|----------------------|----------------------|----------------|------------|---------|
| Strongly Agree | 32 | 26 | 6 | 108.98a | 0.004* |
| Agree | 68 | 26 | 42 | | |
| Neutral | 23 | 26 | -3 | | |
| Disagree | 6 | 26 | -20 | | |
| Strongly Disagree | 1 | 26 | -25 | | |
| Total | 130 | | | | |

Df-4 $\chi^2=108.98$ p=0.004

Results: Table 1.11 reveals that the value of chi-square is $\chi^2=108.98$ and $p=0.004$ which is less than 0.05 so we reject the null hypothesis and conclude that majority of the women of the present study prefer Patanjali's personal care products as they provide large variety of chemical free products whereas a small number of the women in the present study don't consider this factor while prefer Patanjali's personal care products. They may have their other

reason to prefer Patanjali's personal care products and this reason is not considerable for them.

Ho (2c): All the women prefer Patanjali's personal care products because Patanjali offers fair price to all the products.

Table-1.12

| Prefer the product due to its fair price | Frequency (Observed) | Frequency (Expected) | Residual Value | Chi-Square | P Value |
|--|----------------------|----------------------|----------------|------------|---------|
| Strongly Agree | 39 | 26 | 13 | 96.38a | 0.000* |
| Agree | 62 | 26 | 36 | | |
| Neutral | 22 | 26 | -4 | | |
| Disagree | 6 | 26 | -20 | | |
| Strongly Disagree | 1 | 26 | -25 | | |
| Total | 130 | | | | |

Df-4 $\chi^2=96.38$ p=0.000

Results: Table 1.12 reveals that the value of chi-square is $\chi^2=96.38$ and $p=0.000$ which is less than 0.05 so we reject the null hypothesis and conclude that majority of the women consider price as an effective factor due to which they prefer Patanjali's personal care products. They say that Patanjali provide its products in fair prices so that they prefer to buy these products whereas a small number of the women in the present study don't consider this factor very important and said quality of the product is more important than fair price. Thus, all the women have different reasons to prefer Patanjali's personal care products.

Ho (2d): All the women prefer Patanjali's personal care products because these are easily available in the market.

Table-1.13

| Prefer the product due to its easy availability | Frequency (Observed) | Frequency (Expected) | Residual Value | Chi-Square | P Value |
|--|-----------------------------|-----------------------------|-----------------------|-------------------|----------------|
| Strongly Agree | 39 | 26 | 13 | 115.68a | 0.000* |
| Agree | 67 | 26 | 41 | | |
| Neutral | 19 | 26 | -7 | | |
| Disagree | 4 | 26 | -22 | | |
| Strongly Disagree | 1 | 26 | -25 | | |
| Total | 130 | | | | |

Df-4 $\chi^2=115.68$ p=0.000

Results: Table 1.13 reveals that the value of chi-square is $\chi^2=115.68$ and $p=0.000$ which is less than 0.05 so we reject the null hypothesis and conclude that there are significant differences among the women regarding their reasons of preferring Patanjali's personal care products. They not only prefer the products due to its easy availability in the market but also because of its brand name, quality, quantity, price and swadeshi concept.

Ho (3): The awareness level does not differ significantly among the women regarding personal care products of Patanjali Ayurveda Ltd.

Table-1.14

| Awareness Level About Patanjali's personal Care Products | Frequency (Observed) | Frequency (Expected) | Residual Value | Chi-Square | P Value |
|---|-----------------------------|-----------------------------|-----------------------|-------------------|----------------|
| 80-100% | 52 | 26 | 26 | 69.23a | 0.000* |
| 60-80% | 38 | 26 | 14 | | |
| 40-60% | 30 | 26 | 4 | | |
| 20-40% | 6 | 26 | -20 | | |
| Less than 20% | 4 | 26 | -22 | | |
| Total | 130 | | | | |

Df-4 $\chi^2=69.23$ p=0.000

Results: Table 1.14 reveals that the value of chi-square is $\chi^2=69.23$ and $p=0.000$ which is less than 0.05 so we reject the null hypothesis and conclude that there are significant differences among the awareness level of women regarding Patanjali's personal care products. They may be differing in their awareness level due to their education, interest, lack of promotional strategies etc.

Ho (4): All the women get motivated by the same factor to purchase personal care products of Patanjali Ayurveda Ltd.

Table-1.15

| Motivational Factors to Purchase Patanjali's personal Care Products | Frequency | Frequency (Expected) | Residual Value | Chi-Square | P Value |
|---|-----------|----------------------|----------------|------------|---------|
| Prices of the products | 75 | 130 | -55 | 119.38a | 0.000* |
| Quality of the products | 85 | 130 | -45 | | |
| Baba Ramdev (Brand Ambassador) | 67 | 130 | -63 | | |
| It is Swadeshi | 90 | 130 | -40 | | |
| Easily Available at every place | 60 | 130 | -70 | | |

Df-4 $\chi^2=119.38$ p=0.000

Results: Table 1.15 reveals that the value of chi-square is $\chi^2=119.38$ and $p=0.000$ which is less than 0.05 so we reject the null hypothesis and conclude that there are significant differences among the women regarding various factors which motivate them to purchase personal care products of Patanjali Ayurveda Ltd. Majority of the women motivate to purchase the products by the quality of the products and its swadeshi concepts. Women also considered Patanjali's products fair price and Yoga Guru Baba Ramdev's name as motivating factors to purchase personal care products of Patanjali Ayurveda Ltd.

Findings and Discussions:

The present study reveals that the majority of the women respondents are under 25-35 years. Results of the study also reveals that majority of the women in present study use Patanjali's personal care products on daily basis. The present study also indicated that majority of the

women are highly aware about the Patanjali personal care products and TV & social media are the major sources of their awareness. The study also reveals that the quality and price of the products, Patanjali's swadeshi concept and Yoga Guru Baba Ramdev's name play major role as motivator factors due to which women purchase personal care products of Patanjali. Present study also reveals that the perception and preferences of the women are differ in regards to the quality of the product, price of the product, side effect due to use of the products, product's attractive packaging and true information on product label provided by the company etc.

Limitations of the study:

The sample used for the present study may not be justifiable to generalize the findings to all the women who are using personal care products of Patanjali Ayurveda Ltd. The present study is based on accidental sampling which is non-probability in nature thus the results can't be generalise to the whole women population living in Haridwar district as all the Patanjali stores were not covered during the present study.

Conclusion:

The study identified that Patanjali Ayurveda Limited has been created a strong brand image among the women due to many factors which includes product quality, price, quantity, easily availability and its swadeshi concept. The name of brand ambassador Yoga Guru Baba Ramdev is also a motivating factor which encourage consumer to purchase Patanjali products. The price of the products is so fair and cheap that it fits in the pockets of the consumers. The study also revealed that women consumers of Patanjali Ayurveda Limited are highly aware about the personal care products and prefer to buy these products due to its quality natural ingredients. Majority of the Women in the study perceived that the personal care products of Patanjali will not harm their health as it is chemical free. They also believe that all the information provided by the company is accurate that's why women prefer to buy the products of Patanjali and becoming loyal day by day towards personal care products of Patanjali Ayurveda Limited. The researcher has finally concluded that the Indian women are growing more and more brand conscious when it comes to purchasing personal care products especially cosmetics. Furthermore, Patanjali Ayurveda Limited needs to work on their marketing strategies as it plays a biggest role in promoting the products and effect the perception and attitude of the consumer towards purchasing the products.

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