

## A Study on Consumer Awareness and Satisfaction Level With Special Reference to Patanjali At Nagapattinam District

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### Abstract

Consumers look for the healthy products along with the quality because in the modern India there is a great awareness about the healthy life style. Yoga, Ayurveda, Natural therapies are the utmost considered concepts than any other medicines. There is more consideration for the avoidance of unwanted stuffs than the cure of the diseases. Hence this gives lot of weight age to the Yoga Guru Baba Ramdev and his naturally positioned Patanjali products. This paper throws light on the consumer's awareness and satisfaction towards the Patanjali brand in Nagapattinam district. For this purpose around 150 consumers feedback is considered for the study through the Patanjali Outlets in Nagapattinam region.

**Keywords:** Healthy life style, Purchase Behaviour, Awareness, Satisfaction.

## 1. Introduction

### 1.1 Who is a consumer

A consumer is someone who acquires goods or services for direct use or ownership rather than for resale or use in production and marketing.

### 1.2 Consumer satisfaction

It is essential to know some basics of interaction between producer and consumer while satisfying the needs of the latter. The concept of customer satisfaction is a complex of a large number of components, which vary for different businesses and consumers.

### 1.3 Marketing practices

- Yoga Guru Baba Ramdev being the promoter of the herbal products produced by Patanjali is the vital advantage that Patanjali has over any other FMCG company in India.
- Patanjali's objective of the business is to provide cost-effective products, superior quality products which are the crucial factor in the success of any FMCG company.

## 2. Review of literature

- A considerable body of **literature** in a range of different disciplines exists on consumption, **consumer** behaviour, and **consumer** decision-making process. ... Most of **consumer** research focused on adopter categories, habits, attitudes and intentions, rather than on actually measuring the **satisfaction** level with the service
- According to Chaudhry et al. (2011) highlights that consumer awareness through consumer education and actions by the Government, consumer activists and associations are needed the most to make consumer protection movement a success in the country.
- According to Nair (2012) analyzed a negative result and limited consumer awareness among respondents in spite of various Government initiatives.
- According to Singh and Sharma (2013) found difference in levels of awareness among respondents with different educational qualification and profession.

## 3. Methodology

### 3.1 Research

Systematic investigative process employed to increase or revise current knowledge by discovering new facts. It is divided into two general categories: (1)

Basic research is inquiry aimed at increasing scientific knowledge, and (2) Applied research is effort aimed at using basic research for solving problems or developing new processes, products, or techniques.

### **3.2 Research methodology**

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

### **3.3 Objectives of the study**

1. To analysis the Socio –Demographics factors of the respondents
2. To analysis the awareness of the patanjali brand
3. To study about the customer awareness of selected Ayurvedic and herbal products.
4. To study about the factor influencing the customers to use the selected Ayurvedic and herbal products.
5. To study about the buying preferences towards selected Ayurvedic and herbal products.

### **3.4 Limitation of the study**

1. The Respondents were busy, therefore they found less time to interact with the researcher.
2. This collection of data is through questionnaire was carried out by direct interview so it may have it own draw backs.
3. The sample may not represent the whole population accurately.

## **4. Company profile**

Patanjali Ayurved Limited is the leading Ayurvedic Company in India, which was incorporated in the year 2006. Patanjali Ayurved Limited manufactures a wide range of Ayurvedic products that include home care, grocery, personal care, health care, medicine, nutritional products, etc. The company has grown swiftly to become a leading Ayurvedic company and will invest Rs 1,000 Crore for expansion. The company has a manufacturing unit in Uttarakhand, which produces high quality Ayurvedic products. Chyawanprash, Honey, Jam, Soan Papdi, Badam Pak and Mustard Oil are some of the products of the company. Products made by the company are of premier quality and optimally priced.

## 5. Data analysis and interpretation

Table-5.1

Classification of the respondents attitude towards the experience about the brand

S.NO	EXPERIENCE	NO.OF RESPONDENTS	PERCENTAGE
1	YES	82	54.67
2	NO	68	45.33
	<b>TOTAL</b>	<b>150</b>	<b>100</b>

Source: Primary data

### Inference

The above table shows that 55% of the Respondents are having some Experience about this product. 45% of the Respondents are not having Experience about this product.

Chart-5.1

Chart representing the respondents attitude towards the experience about the brand

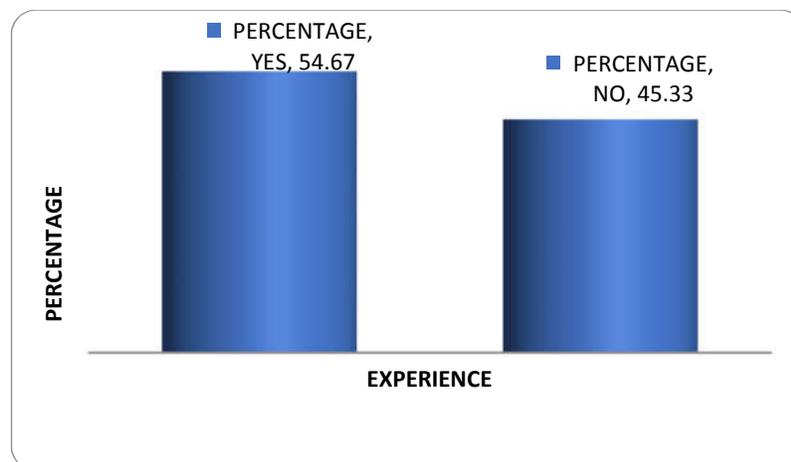


Table-5.2

**Classification of the respondents attitude towards the awareness of patanjali brand**

S.NO	AWARENESS	NO.OF RESPONDENTS	PERCENTAGE
1	YES	118	78.67
2	NO	32	21.33
	<b>TOTAL</b>	<b>150</b>	<b>100</b>

Source: Primary Data

**Inference**

The above table shows that 79% of the Respondents are aware about the products. 21% of the Respondents are not Aware the products.

Chart-5.2

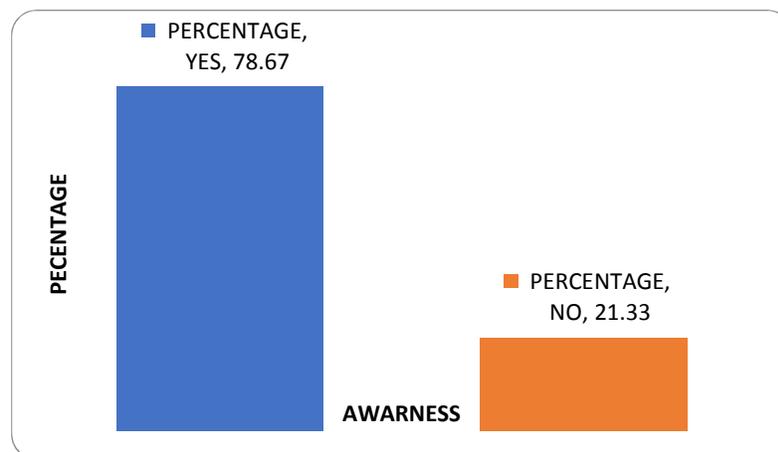
**Classification of the respondents attitude towards the awareness of patanjali brand**

Table-5.3

Classification of the respondents attitude towards the opinion about quality

SI.NO	QUALITY	NO. OF RESPONDENTS	PERCENTAGE
1	SATISFIED	33	22
2	NORMAL	104	69.33
3	DISSATISFIED	13	8.67
	<b>TOTAL</b>	<b>150</b>	<b>100</b>

Source: Primary Data

#### Inference

The above table shows that 69% of the Respondents are said that, Quality of the product is normal.22%of the Respondents are satisfied with the quality.8% of the Respondents are dissatisfied with the quality.

Chart-5.3

Chart representing the respondents attitude towards the opinion about quality

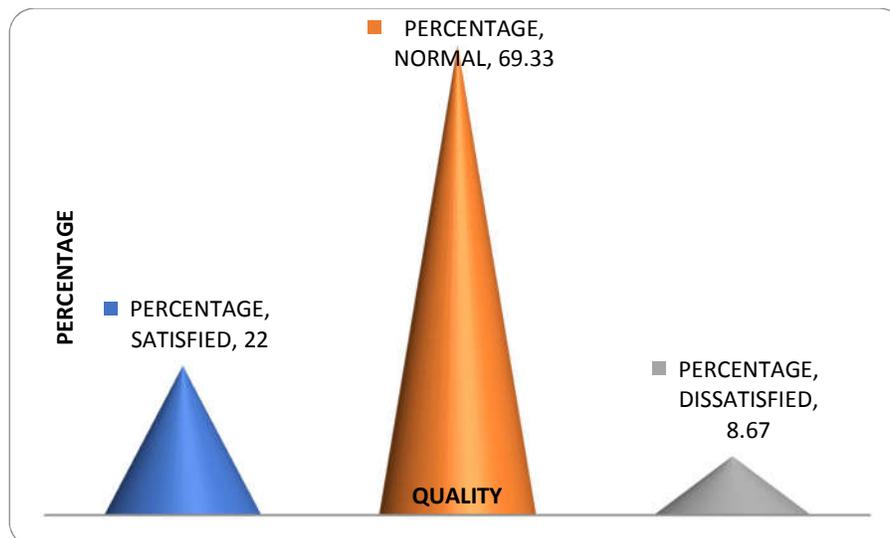


Table-5.4

Classification of the respondents attitude towards the compare to other brand's product

SI NO	COMPARE TO OTHER BRAND	NO. OF RESPONDENTS	PERCENTAGE
1	HERBAL	32	21.33
2	AYURVEDIC	50	33.33
3	FMCG	68	45.34
	<b>TOTAL</b>	<b>150</b>	<b>100</b>

Source: Primary Data

#### Inference

The above table shows that 45% of the Respondents are felt that Fast Moving Consumer Goods are better than compare to other brands.33% of the Respondents are felt that Ayurvedic are better than compare to other brands.21% of the Respondents are Herbal are better than compare to other brands.

Chart-5.4

Chart representing the respondents attitude towards the compare to other brand's product

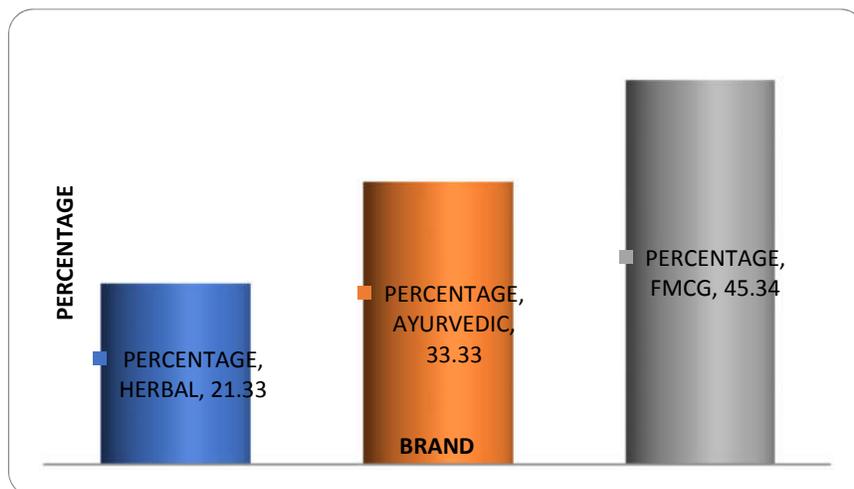


Table-5.5

Classification of the respondents attitude towards the satisfaction level of the patanjali

SL.NO	SATISFACTION LEVEL	NO OF RESPONDENTS	PERCENTAGE
1	HIGHLY SATISFIED	17	11.34
2	SATISFIED	110	73.33
3	DISSATISFIED	23	15.33
	<b>TOTAL</b>	<b>150</b>	<b>100</b>

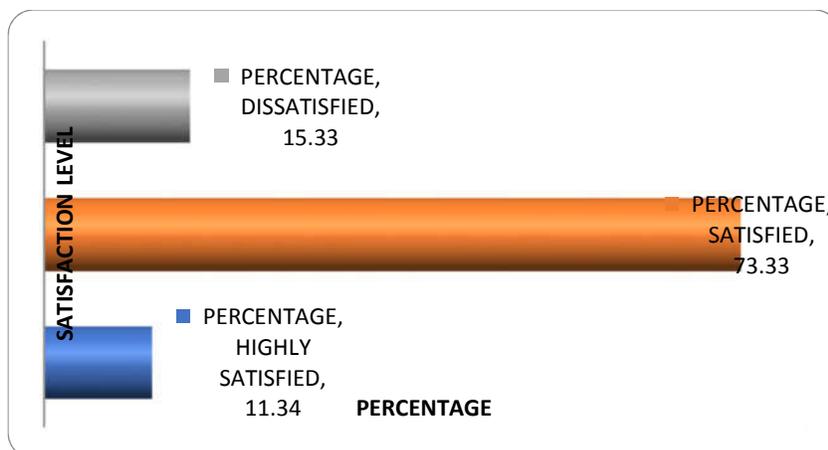
Source: Primary Data

### Inference

The above table shows that 73% of the Respondents are satisfied with the Patanjali products.15% of the Respondents are dissatisfied with this brand. Remaining 11% of the Respondents are Highly Satisfied with this brand.

Chart-5.5

Chart representing the respondents attitude towards the satisfaction level of the patanjali



## 6. Suggestions

- The company may be concentrate in rural Area.
- The company may be reducing the price of the products.
- The company can be increasing the outlets in all area.

## 7. Conclusion

Herbal remedies are available in all Patanjali and organic stores. Ayurvedic products are reasonably cost effective and well accepted by customers. They are easily available and do not have side effects. With its rich bio-diversity and rich heritage of Indian medicinal system, India would draw world attention as an abode of eco-friendly medicinal systems that are in harmony with the nature, it is concluded that all the customers are aware of the product, and the customers are satisfied with the quality and price of the products. Customers are profitable and meanwhile replaceable. On the other hand in a lost for good relationship the probability that the customer will purchase again from a comparative organization is to an incredible degree low when the customer closes the use of a product as a result of product issues. With these issues the execution of the business are being affected unfavorably.

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