



E-ISSN: 2278-4136
P-ISSN: 2349-8234
JPP 2019; 8(6): 1095-1097
Received: 18-09-2019
Accepted: 22-10-2019

Dr. Sandhya Rani
Assistant Professor, Department
of Family Resource
Management, College of Home
Science, G.B.P.U.A.&T.
Pantnagar, Uttarakhand, India

Dr. Kirti Kesarwani
Department of Family Resource
Management, College of Home
Science, G.B.P.U.A.&T.
Pantnagar, Uttarakhand, India

Dr. Sumita Rana
Department of Family Resource
Management, College of Home
Science, G.B.P.U.A.&T.
Pantnagar, Uttarakhand, India

Corresponding Author:
Dr. Sandhya Rani
Assistant Professor, Department
of Family Resource
Management, College of Home
Science, G.B.P.U.A.&T.
Pantnagar, Uttarakhand, India

A study on consumer buying behaviour towards Patanjali products

Dr. Sandhya Rani, Dr. Kirti Kesarwani and Dr. Sumita Rana

Abstract

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. Presently consumers are more conscious for their health and maintaining the quality of life. They prefer to consume the products which help them to protect the good state of their health as well as provide maximum satisfaction. This particular tendency has been responsible for extraordinary popularization of Patanjali products. Patanjali products are pure and effective that satisfies the needs of consumers without affecting environment and health of consumers. In this study an attempt has been made to know the consumer buying behaviour towards Patanjali products. For this a survey was conducted on 90 randomly selected consumers who consume the Patanjali products since its starting in Pantnagar market (February, 2008). This paper studies the decision making process and the factors affecting the consumer decision process for Patanjali products. The findings of the study revealed that half of the respondents among the total sample reported to purchase Patanjali products due to their medicinal value. Half of the respondents reported that neighbours/relatives/family members were the major source of information about Patanjali products. Patanjali products have been evaluated as better quality and medicinal value of products by 40 per cent and 33.33 per cent respondents respectively. Advice and preference of family members and past experience with products are the major factors affecting decision making process whereas price, brand, advertisement, festive occasion and purchasing pattern as affecting factors were only reported by few of respondents.

Keywords: consumer, consumer buying behaviour, decision making process, Patanjali products.

Introduction

Every living being is a real or potential consumer of goods and services, no matter whether services are self produced for consumption or brought in exchange of money, work or other goods. Consumer can be any individual, household, organization, institution reseller or either government that purchase the products offered by other organizations. The basic needs and desires of the consumers are same throughout the world and the differences are observed only in their buying and consumption patterns.

Consumer behavior refers to the acts of consumer in obtaining and using goods and services and the decision process that determines these acts. Engel, Kollet and Minard (1997) developed a model, which considers consumer behavior as a decision process concerning five activities/stages, which occur over time. They are Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision and Post Purchase Behavior. A process of buying starts in the mind of the consumers which leads to the finding of alternative between products that can be acquired with their relative advantages and disadvantages. This is followed by a process of decision making for purchase and using of goods and services. The post purchase behavior is also very important as it encourages or discourages consumer from availing services of the institution in future.

Presently consumers are more conscious for their health and maintaining the quality of life. They prefer to consume the products which help them to protect the good state of their health as well as provide maximum satisfaction. Money is not a limiting factor as far as food, cosmetic and medicinal products preserving health are concerned. Consumers can assess the products according to their preference but the main concern of the study is their behavioral attitude toward Ayurvedic Products. Ayurvedic products are herbal and eco-friendly in nature which do not have any side effects on individual's health as well as on their environment.

Ayurveda is not just a system of medicine but also a science of health promotion designed to increase our well-being and happiness in all aspects. It shows us not only how to treat disease but how to live in a way as to arrive at optimum health and maximum utilization of our faculties, which according to yoga and Ayurveda are almost unlimited.

The current scenario shows an inclination of consumer's interest towards the consumption of herbal and eco-friendly products which do not have side effects in future. This particular tendency has been responsible for extraordinary popularization of Patanjali products and generated curiosity to find out the attributes responsible for such revolutionary trends of Patanjali products. So the need was felt to know the consumer buying behavior towards Patanjali Products.

Methodology

The exploratory research design had been chosen in order to achieve objective of the study. The study was conducted at Pantnagar, District U. S. Nagar, Uttarakhand. Snow ball sampling with purposive sampling was used for selection of 90 consumers as the final sample to collect the required information. Data was collected with the help of interview schedule consisting of structural questions through personal interview technique. The collected data was tabulated and analyzed with the help of frequency and percentage.

Results of the Study

Consumer Decision Making Process

Decision making process encompasses the stages a buyer passes through in making choices about which products and services to buy. The process starts with the recognition of problem followed by information search, alternative evaluation, purchase decision, and finally ends with post-purchase behaviour. An attempt was made to analyse consumer decision making process for Patanjali products. The data pertaining to it has been presented in Table-1.

Reasons for buying

Recognition of need for product is the first step of consumer decision making. It identifies why to purchase the particular product and gives definite decision to subsequent purchase behaviour. The data revealed that among the total sample, half of the respondents were reported to purchase Patanjali products due to their medicinal value. There were 26.67 per cent respondents who buy these products to overcome with health problems. To maintain a healthy life 16.67 per cent respondents reported to purchase such products. Only 6.66 per cent respondents reported to purchase such products for the special needed person.

Sources of information

Information search starts the moment a need of purchase is recognised. It is a deliberate attempt to gain appropriate knowledge about products. Consumers gather optimum amount of information through best possible sources for making a proper choice. Data pertaining to sources of information regarding Patanjali products revealed that among the total sample, half of the respondents reported that neighbours/relatives/family members were the major source of information. It was followed by 25.55 per cent respondents who reported television as source of information. Peer group as source of information for Patanjali products was reported by 14.44 per cent respondents. Only few respondents (about 3-7%) reported pamphlets/leaflets and internet as sources of information about Patanjali products. Results are supported by findings reported by Mattila and Wirtz (2002) ^[2] and Ramasamy *et al.* (2005) ^[3].

Table 1: Decision Making Process for Patanjali Products

Parameters	Total (N=90)	
	Frequency	Percentage
Reasons for buying		
To maintain a healthy life	15	16.67
To overcome with health problems	24	26.67
For the special needed person	06	06.66
For its medicinal value	45	50.00
Sources of Information		
Television	24	26.67
News paper/magazine	05	05.56
Peer group	13	14.44
Neighbours/relatives/ family members	39	43.33
Exhibition	-	-
Pamphlets/Leaflets	06	06.67
Internet	03	03.33
Attributes of Search		
Composition of product	36	40.00
Expiry date	09	10.00
Possible uses	10	11.11
Method of uses	06	06.67
Certification mark	29	32.22
Evaluative Parameters of Products		
Have medicinal value	30	33.33
Better quality	36	40.00
Economic price	09	10.00
Like taste	09	10.00
Appropriate Packaging	06	06.67

Attributes of search

Product attributes play an important role in consumer decision making process. The descriptive data revealed that information search basically moves around product attributes and affect consumer behavior to a great extent. Low

information search has been observed due to comparatively high cost of products, past experiences of purchase, use of product and social approval of Patanjali products by friends, relatives and family members. The data pertaining to attributes of Patanjali products for search revealed that nearly

one third of the respondents (32.22%) searched for certification mark followed by composition of product (30%). Among the other features searched, expiry date (10%), method of uses (6.66%) and possible uses (11.11%) were also reported by consumers.

Evaluative parameters

All the attributes are not equally important to different buyers of similar or different products. The attributes commonly used as evaluative parameters for Patanjali products as reported by consumers, include their medicinal value, better quality, economic price, taste acceptability and appropriate packaging. The data pertaining to evaluative parameters of Patanjali products revealed that among the total sample, 40 per cent of

respondents evaluated products as better quality followed by their medicinal value (33.33%). An equal percentage of respondents (10%) reported economic prices and better taste of product whereas only 6.66 per cent respondents reported its appropriate packaging as evaluative parameters. Similar findings were also reported by Sabeson (1992)^[4] and Lewis *et al.* (1994)^[5].

Factors affecting Decision Making Process

Factors affecting decision process for Patanjali products include price, brand, advertisement regarding the product, festive occasion, purchasing pattern, past experience with product and preference and advice of family members. These factors were analysed and presented in Table-2.

Table 2: Factors affecting Consumer Decision Making Process for Patanjali Products

Factors	Total (N=90)	
	Yes	No
Price of product	32 (35.56)	58 (64.44)
Branded products	20 (22.22)	70 (77.78)
Advertisement regarding the products	27 (30.00)	63 (70.00)
Festive occasion	15 (16.67)	75 (83.33)
Purchasing pattern differ with season	33 (36.67)	57 (63.33)
Advice and Preference of your family members	74 (82.22)	16 (17.78)
Past experience	78 (86.67)	12 (13.33)

Note: Figures in parentheses indicate the percentage of total respondents in each category.

The data pertaining to factors affecting decision making process of consumers for Patanjali products revealed that advice and preference of family members and past experience with products were the major factors affecting decision making process whereas price, brand, advertisement, festive occasion and purchasing pattern as affecting factors were only reported by few of respondents. The similar results have been reported by Nagaraja (2004)^[6] that involvements of family members and past experience were exerting maximum influence on his purchases.

It is evident that among the total sample, majority of respondents (86.67%) reported past experience with product as a major factor affecting decision making process. It was followed by advice and preference of family members as reported by 82.22% consumers of Patanjali products. About 16-37 per cent respondents reported that festive occasion, branded products, advertisement, price and purchasing pattern as other factors affecting decision making process.

Conclusion

Medicinal value of Patanjali products has been the major reason of purchase of food and cosmetic products. Medicinal products were mainly purchased to overcome with health problems. Neighbors/relatives/family members were the major source of information. Low information search has been observed due to comparatively high cost of products, past experiences of purchase, use of product and social approval of Patanjali products by friends, relatives and family members. Composition of the product was the major attribute searched with reference to medicinal and cosmetic products whereas certification mark was the major attribute searched in case of food products by the consumers of Patanjali products. The attributes commonly used as evaluative parameters for Patanjali products include their medicinal value, better quality, economic price, taste acceptability and appropriate packaging. Past experience with product along with advice and preference of family members were the major factors affecting decision making process.

References

- Engel JF, Roger DB, Paul WM. Consumer Behaviour. The Dryden Press: London. 1995, 120-160.
- Mattila AS, Wirtz J. The Impact of Knowledge Types on the Consumer Search Process: An Investigation in the Context of Credence Services. *International Journal of Service Industry Management*. 2002; 13(3):214-230.
- Ramasamy K, Kalaivanan G, Sukumar S. Consumer Behavior towards Instant Food Products. *Indian journal marketing*. 2005; 35(6):24-25.
- Sabeson R. Consumer Preference towards Processed Fruits and Vegetable Products- A Case Study in Coimbatore City. M.Sc. (Agri) Thesis Tamilnadu Agriculture Univ. Coimbatore, 1992.
- Lewis BR, Orledge J, Mitchell VW. Service Quality: Students Assessment of Banks and Building Societies. *International Journal of Bank Marketing*. 1994; 12(4):312.
- Nagaraja B. Consumer Behavior in Rural Areas: A micro level study on consumer behavior in Kavi mandal. *Indian Journal of Marketing*. 2004; 34(11):30-36.