

“A study on consumers’ behaviour and preference towards Patanjali Dental care (Dant Kanti) products with special reference to Kalaburagi district”

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ABSTRACT:

In Indian market Dental care products are flooded with numerous well-known and recognised Dental care brands. The Indian scenario, Customer satisfaction is an ultimate aim of all economic activity. Customer is largest economic group who are affected by public and private economic decision. The Indian herbal market is flooded with numerous well-known and recognised herbal brands. Patanjali is one of the great competitors of Dental care products in the market. The choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand especially when it comes to brand of eatable and health care. The primary objective of this study is to understand the Customers personal factors and awareness level, and factor influencing purchasing the Patanjali dental care products.

Keywords: Consumer Behaviour, Preference, Patanjali, Dant Kanti, Dental Care.

1. INTRODUCTION:

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals." Customers play an important role and are essential in keeping a product or service relevant so it is in the best interest of the business to ensure customer satisfaction, and build customer loyalty.

The foundation of Patanjali Ayurved Ltd operation is the legacy of researching nature. Patanjali Ayurved Ltd is dedicated to producing highest quality Herb mineral medicines which involve the rigorous process for raw, in –process and final production of drugs. Even though the Bahamas and heavy metals are an inherent part of the Ayurvedic system of medicine, there is a restriction on the amount of metal that is allowed in Herbomineral preparations. Patanjali Ayurved Ltd is committed to following the norms of national and international regulatory bodies and wants to come out with a vision to produce the drugs within permissible limits for the four heavy metals. Final formulations of Patanjali Ayurved Ltd medicines are to be tested for four metals according to the ordinance. Patanjali Ayurved Ltd .will also has a “need-based” approach to research on medical plants including a screening of plants for biological activity.

2. REVIEW OF LITERATURE

Nilesh Arora, Gurkeerat Singh and Bani Grewal (Dec 2016)² “Impact of Spirituality on Consumer Perception creation and Preference of Products w.s.r.t. FMCG and Patanjali Ayurved Ltd. in Punjab” 1) This paper identifies the impact of spirituality on Consumer Perception creation and Preference of Products with special reference to FMCG and Patanjali Ayurved Ltd. in Punjab. To collect the opinion of customers, primary data was collected by structured questionnaire. **Dr.P.Parimaladevi and V.Anitha (Oct 2018)³** “An Empirical Study on Consumers’ Buying Behaviour and Satisfaction towards Patanjali Products in Erode City” The Indian health care industry had 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. **DR.C.MANIVEL (Oct 2019)⁴** “A study on Customers Preference and Perception towards Patanjali Soap Products (Bath) With Special Reference to Karur District” Consumer is a real king of the Market and business world. A business concern which obtains the affectionate of the consumers can successfully run its business for ever. **K. Ravindran, K. Ramesh pandi and S.Rengalakshmi (2020)⁵** “Exploring the Customer Satisfaction towards Patanjali Ayurvedic Products with special reference to Madurai City, Tamil Nadu” In a competitive marketplace where businesses compete for customers; customer satisfaction is seen as a key differentiator. Businesses who succeed

in these cut-throat environments are the ones that make customer satisfaction a key element of their business strategy.

3. NEED AND IMPORTANCE OF THE STUDY:

In our society marketing is recognized as the most important or significant activity. The significant of marketing is greater than the problem of production now a day. The need of the study is to find out certain factors that have led to the growing boom of Patanjali products dental care products in the market, how different channels lead to pushing sales of products and to determine how shortage of same best selling products leads to loss of opportunity costs of products through different distribution channels.

4. STATEMENT OF THE PROBLEM:

This study is mainly concerned with the assessment of the consumer buying behaviour in respect of Patanjali Dental care products in Kalaburagi district. The consumer preference in the purchase of the Patanjali products decided by various factors such as age, occupation, income, brand, name, price, quality, package, offer, taste and the like. Hence this research aims to explore the customer preference and perception towards Patanjali Dental care products with Special Reference to Kalaburagi District.

5. OBJECTIVES OF THE STUDY:

1. To study the personal factors influencing the customers to purchase Patanjali products
2. To study the customers awareness level and preference towards Patanjali products
3. To analyze the factors influencing the customers to purchase Patanjali products
4. To offer Findings suggestions and conclusions

6. RESEARCH METHODOLOGY:

This study is based on both primary and secondary data. The primary data were collected through questionnaire. The secondary data has been collected from the books and magazines related to consumer behaviour. The researcher took 150 respondents according to the convenience sampling techniques were used for the study. The primary data collected through questionnaire were analyzed by using the simple percentage statistical techniques.

7. ANALYSIS AND INTERPRETATION

**TABLE-1
PERSONAL FACTORS**

S.No	Variables	Characters	No. of Respondents	Percentage
1	Gender	Male	82	57.00
		Female	68	43.00
		Total	150	100.00
2	Age	Below - 20	12	8.00
		20 – 30	75	50.00
		30 – 40	32	22.00
		40 - 50	20	13.00
		50 Above	11	7.00
		Total	150	100.00
3	Marital Status	Married	74	49.00
		Unmarried	76	51.00
		Total	150	100.00
4	Education Qualification	Illiterate	16	11.00
		Schooling	32	21.00
		Diploma/PUC	23	15.00
		Graduate	42	28.00
		Post Graduate	37	25.00
		Total	150	100.00
5	Occupation	Student	30	20.00
		Govt Employee	28	19.00
		Private Employee	52	35.00

		Business	23	15.00
		Others	17	11.00
		Total	150	100.00
6	Income of the family	Below Rs. 20,000	41	27.00
		Rs. 20,001 – 40,000	48	32.00
		40,001 – 60,000	31	21.00
		60,001 Above	30	20.00
		Total	150	100.00
7	Type of the Family	Joint family	53	35.00
		Nuclear family	97	65.00
		Total	150	100.00
8	Earning Members in the family	Up to 2	108	72.00
		Above 2	42	28.00
		Total	150	100.00

Sources: Field Survey

The above table shows that out of total 150 respondents, 57% (82) of the respondents are male and 43% (68) of the respondents are female, so major of the respondents are male users of Patanjali Dental care products in Kalaburagi district. 8% of the respondents were in the age of below 20 years, 50% of the respondents were 20 – 30 years in the age group, 22% (32) of the respondents were 30 – 40 years in the age group, 13% (20) were 40 - 50 years in the age group and 7% of the respondents were above 50 years in the age group.

49% (74) of the respondents were married and 51% (76) of the respondents were unmarried. And 11% (16) of the respondents were illiterate, 21% (32) of the respondents were school level, 15% (23) of the respondents were Diploma or equalling to PUC, 28% (42) of the respondents were Graduate, 25% (37) of the respondents were Post Graduate. Occupation wise classification of the respondents out of 150 respondents 20% (30) of the respondents are students, 19% (28) of the respondents are Govt. employees, 35% (52) of the respondents are Private employees, 15% (23) of the respondents are business, and 11% (17) of the respondents are others. This table explains that, 27% (41) of the respondents have family monthly income below Rs. 20,000, 32% (48) of the respondents have family monthly income Rs. 20001 - 40000, 21% (31) of the respondents have family monthly income Rs. 40001 - 60000 and 20% (30) of the respondents have family monthly income above Rs. 60000. The above table reveals that, out of 150 respondents. 35% (53) of the respondents were joint family members and 65% (97) of the respondents' were nuclear family. 72% (108) of the respondents are earning members up to 2, 28% (42) of the respondents earning members above 2 members.

TABLE-2
AWARENESS OF PATANJALI DANT KANTI PRODUCTS

S.No	Awareness	No. of Respondents	Percentage
1	Advertisement	32	21.00
2	Friends and family	71	47.00
3	Relatives	22	15.00
4	Neighbours	25	17.00
	Total	150	100.00

Sources: Field Survey

The above table 2 portrays that 21% (32) of the respondents aware about Patanjali Dental care products through advertisement, 47% (71) of the respondents are aware through their friend and family, 15% (22) of the respondents are aware through relatives and 17% (25) of the respondents are aware through neighbours.

TABLE-3
PURCHASE PLACE OF PATANJALI DANT KANTI PRODUCTS

S.No	Purchase Place	No. of Respondents	Percentage
1	Patanjali Special store	61	41.00
2	Super market	22	15.00
3	Online shopping	15	10.00
4	Medical shop	10	6.00
5	Retail shop	42	28.00
	Total	150	100.00

Sources: Field Survey

The table 3 shows that out of 150 respondents 41% (61) of the respondents are purchase products from Patanjali Special Store, 15% (22) of the respondents are purchase from Super Market, 10% (15) of the respondents are purchase products from Online Shopping, 6% (10) of the respondents are purchase from Medical Shops, and 28% (42) of the respondents are purchase Dental care products from Retail Shops in Kalaburagi district.

TABLE-4
FACTORS INFLUENCING OF PATANJALI DANT KANTI PRODUCTS

S.No	Factor Influencing	No. of Respondents	Percentage
1	Low price	22	15.00
2	Quality	27	18.00
3	Brand name	29	19.00
4	Swadeshi	61	41.00
5	Easy available in the market	11	7.00
	Total	150	100.00

Sources: Field Survey

The table 4 explains that out of 150 respondents 15% (22) of the respondents are prefer to Patanjali products because of low price, 18% (27) of the respondents are like quality of the product, 19% (29) of them for brand name influencers, 41% (61) of the respondents shift to Patanjali product for the purpose Swadeshi product and 7% (11) of the respondents for Easy available in the market.

TABLE-5
COMPARISON OF PATANJALI DANT KANTI PRODUCTS WITH SIMILAR OTHER COMPANY PRODUCTS

S.No	Opinion about Brand	No. of Respondents	Percentage
1	Much better	63	42.00
2	About the same	31	21.00
3	Somewhat worse	09	6.00
4	Can't say	47	31.00
	Total	150	100.00

Sources: Field Survey

The above 5 shows that comparison of Patanjali health care products with similar products offered by other companies' products by the consumers. Out of 150 respondents 42% (63) of the respondents are said that Patanjali health care products are much better than other products but 21% (31) of the respondents are told Patanjali brands are almost all about same with other brands, 6% (9) of the respondents are said somewhat worse of Patanjali health care products than others, and 31% (47) of the respondents are can't say about the brand it is good or bad.

8. FINDINGS:

- Majority 57% of the respondents are male.
- Majority 50% of the respondents are 20 - 30 years in the age group.
- Majority 51% of the respondents are unmarried.
- Majority 28% of the respondents are graduates.
- Majority 35% of the respondents are occupied Private employees.
- Majority 32% of the respondents have family monthly income Rs.20001- 40000.
- Majority 65% of the respondents' are nuclear family.
- Majority 72% of the respondents earning members up to 2.
- 47% of the respondents are aware about Patanjali Dental care product through advertisement.
- 41% of the respondents are purchase from Patanjali Special Shop.
- 41% of the respondents shift to Patanjali product because of Swadeshi.
- 42% of the respondents are said that Patanjali health care products are much better than other products.

9. SUGGESTIONS:

This study provides facts about Patanjali Dental care products and that is the reason there is few suggestions below

- The company should provide more advertisement at their product varieties and availability.
- Patanjali bath Dental care products at present different varieties. So the product distributors should distribute in rural area and to give the sample to the customers.
- To improve the supply chain management, because the Patanjali Dental care products easily available all the nearest retail shops and stores.
- Packing is silent sales man, so the package of the product should be more attractive to increase the sales.
- The company should be frequently announced Offers and discounts.
- The product manufacturers should conduct a survey for knowing the consumer need.

10. CONCLUSION:

A business concern which obtains the affectionate of the consumers can successfully run its business for ever. The study reveals that most of the respondents are aware of the herbal Dental care. Patanjali Ayurveda Ltd. Started out as a small pharmacy with its own exclusive outlets in selected areas and has expanded to sell a full range of consumer categories, from skin, Eye care and hair care products, digestive, Health drinks and Shishu care products. There is greater consumption of products in this segment. Keeping this in view, the present research has made an attempt to understand consumers' perception towards Patanjali products. Thus it reinforces our objectives that there is a relationship between the demographics and the perception of Patanjali products and also the important factors for Patanjali. Baba Ramdev should promote Swadeshi more towards younger generation as older people are by default influenced with it. Patanjali should try to convey the quality of products to people. Patanjali has increased their advertisement expenditure and this can be seen in our results were advertisement is the most important factor for consumers which are value communication.

11. REFERENCE:

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