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A Study on Awareness and Consumer Patterns Towards Patanjali Products in Coimbatore City

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ABSTRACT:
This study focuses on how people in Coimbatore City view and purchase Patanjali products. As health awareness grows, many consumers are turning to herbal and natural options, which has increased the popularity of Patanjali. To understand this trend, data was collected through a questionnaire answered by 100 individuals from different age groups and backgrounds, along with supporting information from websites and published sources. The responses show that most buyers prefer Patanjali because they trust the brand, appreciate its use of natural ingredients, and find the prices affordable. Among the wide range of products, food items and personal care goods are the most commonly used. Awareness about the brand is spread mainly through family, friends, advertisements, and social media. Overall, the findings suggest that Patanjali has earned strong acceptance among consumers in Coimbatore. At the same time, the study points out that there is room for further growth if the company continues to focus on quality, accessibility, and effective promotion.

Key words: Patanjali, Consumer Awareness, Consumer Buying Behaviour, Purchasing Pattern, Consumer Satisfaction

1. INTRODUCTION

In India, people have become more careful about their health and lifestyle in recent years. Shoppers now pay close attention to what they eat and the products they use, especially after learning about the side effects of chemical -based goods. This change has created a strong demand for herbal, natural, and Ayurvedic products, and many consumers are moving away from conventional FMCG brands toward choices they believe are safer and more trustworthy. Patanjali Ayurved Limited is one of the most familiar herbal branded products. The company was started in 2006 by Acharya Balkrishna and Baba Ramdev, who wanted to bring yoga and Ayurveda into everyday life. Over the years, Patanjali has added many products such as Ayurvedic medicines, food items, personal care goods, and household essentials. These are sold as natural and affordable options compared to other brands, and the company has built its image around purity, wellness, and traditional Indian values. Its growth has been supported by strong consumer trust, with more people choosing healthier lifestyles, and by its ability to mix traditional practices with modern marketing.

The success of Patanjali can be linked to several reasons, including fair pricing, wide product reach, loyal customers, and active promotion through yoga camps, advertisements, and social media. Many buyers see the brand as genuine and connect it with health benefits, which has helped it grow quickly in a competitive market. Still, to keep this success going, it is important to study how different groups of people view and buy Patanjali products. Age, income, gender, and lifestyle, buying behavior, and these differences affect purchase decisions. This study tooks consumers in Coimbatore City to understand their awareness, satisfaction, and purchasing patterns.

2. REVIEW OF LITERATURE:

Dr. Raja Kamal (2021): In his article how people in Bangalore use and feel about Patanjali products. They looked at awareness, usage, and satisfaction. Many customers said they prefer Patanjali because the products are natural and sold at fair prices. Easy access and trust in the brand also played a big role in their buying decisions.

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Sangameshwari Angusamy (2022) –In her Study on Customer Perception throught patajali: Sangameshwari Angusamy studied how customers feel about Patanjali products. Her work focused on how well people know the brand, how satisfied they are, and the problems they face. Most buyers said they liked the herbal nature and overall quality of the products. At the same time, some mentioned difficulties such as not finding the products easily and low brand awareness in certain areas. This study is useful for the present research because it shows both what customers enjoy and where the brand needs improvement.

Krishikosh (2021) – Study on Buying Behavior on patanjali products (2021): A study published in Krishikosh looked at why people buy Patanjali products. It mainly considered factors such as price, health benefits, and trust in the brand. Many customers said they prefer Patanjali because it is based on Ayurveda and sold at a fair price. The study also pointed out that if the products were easier to get and more people knew about them, usage would likely increase. These findings help explain what shapes customer decisions and everyday shopping behavior.

3. STATEMENT OF THE PROBLEM

In recent years, consumers have become more health conscious and are increasingly preferring herbal and natural products over chemical-based goods. Patanjali has emerged as a popular brand in this segment by offering Ayurvedic and affordable products. However, consumer awareness, buying behaviour, and satisfaction towards Patanjali products may differ among people. To remain competitive and improve its market position, it is necessary to understand how consumers in Coimbatore City perceive Patanjali products and what factors influence their purchase decisions. Hence, the study focuses on analyzing consumer awareness, buying behaviour, and satisfaction towards Patanjali products in Coimbatore City.

4. OBJECTIVE OF THE STUDY

- To study the level of awareness among consumers about Patanjali product
- To understand the attitude and perception of consumers towards the Patanjali brand
- To examine the factors influencing consumers while purchasing Patanjali products

5. METHODOLOGY

5.1 Data collection

Primary data for the study using structured questionnaire using google form. Secondary data was gather from various website, books, journals and public sources. Service and questioner were used as main tools of data collection total of 100 samples are selected for this study

5.2 Tools used

- Simple - Percentage,
- Chi-square,
- ANOVA

5.3 Area of the study

The study was conducted in Coimbatore city,

5.4 Sample size

The number of respondent for this study is100

6. ANALYSIS AND INTERPRECTION

6.1 Gender of the respondent

Basis	No of Respondents	Percentage
Male	61	61
Female	39	39
Total	**100**	**100**

Interpretation: This table 6.1 shows the gender of the Respondents, 61% of respondent are male, 39% of Respondents are female

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6.2 Age of the Respondents

Age	No of Respondents	Percentage
Below 18	4	4%
18 – 28	50	50%
28 – 38	24	24%
38 – 50	17	17%
50 +	5	5%
Total	**100**	**100**

Interpretation: This above table 6.2 shows that age of the respondents 4 % of respondents are below 18, 50 % of respondents are 18 – 28, 24% of respondents are 28 - 38 ,17 % of respondents are 38 – 50, 5 % of respondents are 50+

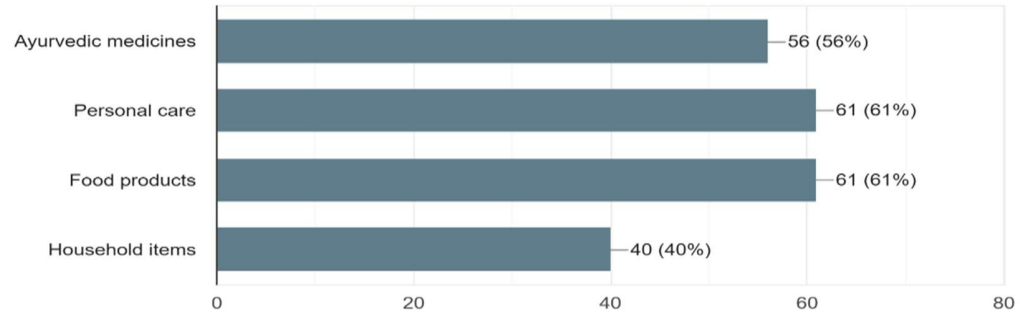
6.3 Income of the Respondents

Income	No of Respondents	Percentage
Below 2,50,000	26	26
2,50,000-4,00,000	49	49
4,00,000 – 8,00,000	19	19
8,00,000 and above	6	6
Total	**100**	**100**

Interpretation: This above table 6.3 shows the income of respondents 26 % of respondents are below 2,50,000 ,49 % of respondents are 2,50,000 - 4,00,000 ,19 % of respondents are 4,00,000 – 8,00,000 ,6% of respondents are 8,00,000 and above.

6.4 Product frequently used by the Respondents

Product	No of Respondents	Percentage
Ayurvedic medicines	56	25.69
Personal care	61	27.98
Food Products	61	27.98
Household items	40	18.35
Total	**218**	**100**



Interpretation: This above table 6.4 shows the product frequently used by the respondents. In this 27.98% of respondents prefer Food product, 27.98% of respondents prefer personal care items ,25.69% of respondents prefer ayurvedic medicines and 18.35% of respondents prefer household items.

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6.5 How did respondent know about patanjali

Platform	No of Respondents	Percentage of respondent
Tv/Ads	30	30
Social Media	26	26
Family friends	31	31
Stores	13	13
Total	100	100

Interpretation:
31% of respondents known by Family/Friends,30% of respondents known by Tv/Ads, 26% of respondents known by Social Media, 13% of respondents known by Stores.

7. CHI-SQUARE ANALYSIS AND ANOVA

7.1 Observed Frequency Table: Chi-Square Analysis between gender and Customer Satisfaction

Gender	Moderate Satisfaction	High Satisfaction	Total
Male	28	33	61
Female	13	26	39
Total	41	59	100

7.2 Expected Frequency table

Gender	Moderate Satisfaction	High Satisfaction
Male	25.01	35.99
Female	15.99	23.01

Chi-Square Result
Calculated χ^2 value: 1.23
Degree of Freedom: 1
Level of Significance: 0.05
P-Value: 0.268

Interpretation:
The analysis shows that gender does not play a major role in shaping customer satisfaction with Patanjali products. Since the p-value (0.268) is higher than the standard level of 0.05, the test result is not significant. This means the null hypothesis is accepted, and there is no meaningful difference between male and female respondents in how they feel about the brand. Both groups report similar levels of satisfaction, suggesting that Patanjali products are equally well received by men and women. Overall, satisfaction appears consistent across genders, highlighting that other factors, rather than gender, may influence consumer opinions.

7.3 ANOVA: Relationship between Age group and Customer Satisfaction

Source of Variation	Sum of Squares	Degree of Freedom	Mean Square	F Value	Sig. (p-value)
Between Groups	7.68	4	1.92	4.94	0.001
Within Groups	49.78	95	0.52	-	-
Total	**57.46**	**99**	-	-	-

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ANOVA RESULT
F Value: 4.94
Level of Significance (α): 0.05
P- Value: 0.001

Interpretation:
Since the calculated p-value is less than 0.05**,** the null hypothesis is rejected**.** Hence**,** there is a significant difference in customer satisfaction towards Patanjali products among different age groups**.** This indicates that age plays an important role in influencing the satisfaction level of customers.

FINDINGS

- **Who is buying?** Most of the shoppers are men (61%), and a big share are young adults between 18 and 28 years old.
- **Income levels:** Close to half of the respondents (49%) earn between ₹2,50,000 and ₹4,00,000 a year.
- **Top products:** Food items and personal car are the most chosen (61%), with personal care products like soaps and face wash coming next.
- **Why Patanjali?** People go for these products because they trust the brand, like the herbal ingredients, and find the prices reasonable.
- **How they heard about it:** Most customers first learned about Patanjali from friends or family, while TV ads and social media also played a strong role.
- **Customer satisfaction:** Many users said they are happy with their purchases and feel the products support a healthier lifestyle.

CONCLUSION
The study shows that Patanjali has built a strong and trusted name in Coimbatore. By blending traditional Ayurvedic knowledge with modern business methods, the company has managed to win over a wide range of customers. People value the fact that the products are natural and usually cost less than many competing brands.
Even though Patanjali is already popular, there's still room to grow. For Patanjali to grow further, it needs to make its products easier to spot in local stores and keep improving both the quality and the packaging. As more people shift toward natural and healthy choices, Patanjali is in a strong position to stay well-liked in the market.

REFERENCE

- Sangameshwari Angusamy (2022) – Study on Customer Perception throught patanjali.
- Krishikosh (2021)– Study on Buying Behavior on patanjali products.
- Dr. Raja Kamal (2021): Dr. Raja Kamal and his team studied how people in Bangalore use and feel about Patanjali products.