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A study on consumer's perception of Patanjali ayurvedic products in Akola District

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Abstract
This study examines consumer perception of Patanjali Ayurvedic products in Akola district, with a focus on demographic factors and product-related attributes. Data was collected from 60 consumers using structured interviews. Findings show that the majority of users are young, educated, middle-income individuals from nuclear families. Personal care and hygiene products such as Aloe Vera Gel, handwash, and toothpaste were the most preferred, reflecting a shift toward natural and Ayurvedic alternatives. Word-of-mouth and television emerged as the leading sources of product awareness, though digital platforms are becoming more popular. Consumers reported high satisfaction with product effectiveness, quality, and affordability. While many expressed strong brand loyalties and a willingness to recommend Patanjali, some concerns were noted regarding the price and availability of certain products. This study concludes that Patanjali enjoys a positive consumer image in the region. By improving packaging, pricing, and distribution can further strengthen consumer satisfaction and brand reach.

Keywords: Consumer perception, Patanjali ayurvedic products, personal care and hygiene, brand loyalty, natural and herbal products

Introduction
In recent times, people have become more health-conscious and are choosing natural, chemical-free products for daily use. Ayurveda, India's traditional system of medicine, offers healing through herbs and minerals and has gained renewed popularity. Patanjali Ayurved Ltd., founded in 2006 by Acharya Balkrishna with the support of Baba Ramdev, has emerged as a major brand in the Ayurvedic product market. The company provides a wide range of affordable items, including herbal medicines, personal care products, food items, and household essentials. These products are made using a blend of traditional Ayurvedic knowledge and modern production techniques and are available both in stores and online across the country.

Ayurveda promotes overall well-being by focusing on prevention and maintaining the body's natural balance. Many consumers prefer Ayurvedic products because they are considered safer and have fewer side effects than synthetic alternatives. In India, the Ayurvedic industry is expanding rapidly due to rising demand for organic and herbal products. Government initiatives like AYUSH and the Make in India campaign are also supporting this growth. Industry reports suggest that the market may reach USD 16 billion by 2025, showing the increasing role of Ayurveda in health and lifestyle choices.

This research focuses on studying consumer perception towards Patanjali Ayurvedic products in Akola district. It looks at how factors such as age, gender, education, income, and occupation influence consumer choices. The study also explores consumer views on product quality, pricing, availability, and effectiveness. The aim is to understand what shapes consumer behavior and satisfaction. The research is based on a small sample in a single district, so the findings may not represent the entire population. Personal preferences and prior experiences may also influence responses.

Objectives of study
1. To identify the demographic traits of consumers of selected Patanjali Ayurvedic products.
2. To study the variables influencing consumers perception of Patanjali ayurvedic products.

Methodology

This study used a descriptive research design to understand the views of consumers about Patanjali Ayurvedic products in Akola district. Information was collected from 60 consumers through personal interviews using a scheduled and structured questionnaire. The consumers were chosen on purpose, based on their use of Patanjali products. The questionnaire included questions about the consumers' age, gender, education, occupation, income, and family size. Their opinions were studied by asking about important product-related factors like price, quality, usefulness, and availability. The collected data was analyzed by using simple tabular analysis along with percentage analysis and graphical representation.

Results and Discussion

The results of the present paper are presented as below. The results area arranged as per the objectives taken.

Table 1: Demographic traits of consumers and retailers

Variables	Categories	Consumers (N=60)	Percentage
Age	Up to 30	39	65.00
	31-50	15	25.00
	Above 50	06	10.00
Gender	Male	30	50.00
	Female	30	50.00
Education	School	06	10.00
	Degree	27	45.00
	Post-graduation	21	35.00
	Professional	06	10.00
Family Type	Nuclear	52	86.67
	Joint	08	13.33
Family Members	Up to 3	08	13.33
	4-5	39	65.00
	More than 5	13	21.67
Occupation	Student	16	26.67
	Housewife	07	13.33
	Business	14	20.00
	Employed	23	38.33
Annual income	Up to Rs. 2,00,000L	11	18.33
	Rs. 2,00,001L to Rs. 4,00,000L	13	21.67
	Rs. 4,00,001L to Rs. 6,00,000L	17	28.33
	Rs. 6,00,001L to Rs. 8,00,000L	05	08.33
	Rs. 8,00,000L to Rs. 10,00,000L	06	10.00
	Above Rs. 10,00,000L	08	13.33

Table 1 showed that the demographic profile of the consumer about 65 percent of the consumers were upto 30 age or younger, indicating higher interest among the youth, followed by 25 percent in the 31-50 age group and 10 percent above 50. Gender distribution was equal, with 50 percent male and 50 percent female respondents, showing balanced preference. In terms of education, majority of consumers were degree holders with percentage share of 45 percent, 35 percent had post-graduation, and 10 percent each had school-level or professional qualifications, highlighting greater acceptance among educated individuals. Majorly 52 consumers belonged to nuclear families with percentage sharing of 86.67 percent and majority of households having 4 to 5 members in their family with percentage sharing of 65 percent, suggesting that small and mid-sized families are the main users. Regarding occupation, 38.33 percent were employed, followed by students, business people, and housewives, showing a larger consumer base among working individuals. Income-wise, 28.33 percent of consumers having frequency of 17 earned between Rs. 4,00,001 to Rs. 6,00,000, while others belonged to both lower and higher income groups, indicating that middle-income consumers are the major users of Patanjali products. Overall, the results show that Patanjali products are more popular among young, educated, employed individuals from nuclear and mid-sized families with middle income levels.

Variables influencing consumers perception

Table 2: Patanjali ayurvedic products commonly used by selected consumers

Particulars	Consumers (N=60)	Percentage
Patanjali Saundarya Aloe vera gel	26	43.33
Patanjali Saundarya Facewash	05	08.33
Patanjali Dant Kanti Toothpaste	12	20.00
Patanjali Chyawanprash	08	13.33
Patanjali Aloe vera juice	05	08.33
Patanjali Amla Juice	05	08.33
Patanjali Giloy Juice	04	06.67
Patanjali Honey	08	13.33
Patanjali Antibacterial Herbal Handwash	13	21.67
Patanjali Triphala Churna	05	08.33

Table 2 highlighted the products commonly preferred by the selected consumers. From the above data it was analyzed that Patanjali Saundarya Aloe Vera Gel was the most preferred product, favored by 43.33 percent of consumers, indicating a strong demand for natural skincare solutions. Patanjali Antibacterial Herbal Handwash followed with 21.67 percent preference, reflecting rising hygiene awareness. Dant Kanti Toothpaste and Honey had moderate usage at 20 percent and 13.33 percent,
respectively. Products like Chyawanprash, Amla Juice, Facewash, Aloe Vera Juice, and Triphala Churna showed limited yet steady usage, while Giloy Juice was the least preferred at 6.67 percent. Overall, personal care and hygiene products showed broader acceptance, whereas health supplements catered to small consumer segments, likely influenced by awareness, effectiveness, and individual health needs.

Table 3: Consumers influence for consumption of Patanjali ayurvedic products

Particulars	Consumers (N=60)	Percentage
Television advertisement	13	21.67
Social media	11	18.33
Friends	15	25.00
Store promotion	12	20.00
Online Advertisement	08	13.33
Patanjali websites	01	01.67

Table 3 data of information sources showed that the most common way consumers heard about Patanjali products was through friends or word of mouth, reported by 15 consumers (25 percent). This highlights the strong role of personal recommendations in influencing purchase decisions.

Television advertisements were the second most reported source, with 13 consumers (21.67 percent), showing that TV still plays an important role, especially in semi-urban and rural areas. Store promotions influenced 12 consumers (20 percent), reflecting the impact of in-store displays and offers on customer awareness. Social media platforms such as Facebook, Instagram, and YouTube informed 11 consumers (18.33 percent), suggesting increasing interest in digital platforms among users. However, its influence was slightly lower than traditional sources like TV and word of mouth. Online advertisements, were cited by 8 consumers (13.33 percent), indicating moderate digital outreach. Surprisingly, only 1 consumer (1.67 percent) got information from Patanjali's official website, showing limited use of the brand's own digital platform.

Overall, the data reveals that traditional sources like personal referrals and TV still have a strong influence, but digital platforms are slowly gaining ground. Patanjali may benefit from strengthening its online presence and official website to reach a broader audience in the future.

Table 4: Consumer perception of Patanjali ayurvedic products

Variables	Ranking		
	Very satisfied	Satisfied	Neutral
	3	2	1
	Consumers (N=60)		
Price of product	15 (25.00)	36 (60.00)	09 (15.00)
Taste (For edible products)	19 (31.67)	24 (40.00)	17 (28.33)
Quality of product	28 (46.67)	19 (31.66)	13 (21.66)
Quantity of product	19 (31.66)	27 (45.00)	14 (23.33)
Packaging quality	20 (33.33)	21 (35.00)	19 (31.66)
Effectiveness of product	29 (48.33)	24 (40.00)	07 (11.66)
Product instructions	20 (33.33)	31 (51.67)	07 (11.66)
Availability in stores	21 (35.00)	20 (33.33)	19 (31.66)

Figures in parentheses indicates percentage consumers response

Table 4 shows perception of consumers across various product-related factors. The effectiveness of the product ranked highest, with 29 consumers were (48.33 percent) very satisfied and 24 were (40 percent) satisfied, indicating strong approval of product performance. Next, product quality was appreciated by 28 consumers (46.67 percent) as very satisfied and 19 were (31.66 percent) satisfied, showing good acceptance in terms of quality. Price was also well-rated, with 36 consumers as (60 percent) satisfied and 15 as (25 percent) very satisfied, suggesting that most consumers find Patanjali products affordable. Taste, especially for edible items, showed moderate satisfaction with 19 consumers as (31.67 percent) very satisfied followed by 24 were (40 percent) satisfied, while 17 consumers (28.33 percent) remained neutral. For product quantity, 27 consumers (45 percent) were satisfied, 19 were (31.66 percent) very satisfied, and 14 were (23.33 percent) neutral, reflecting average satisfaction. Packaging quality received mixed views, with 20 consumers as (33.33 percent) very satisfied and 21 were (35 percent) satisfied, but 19 (31.66 percent) felt neutral. Product instructions were well-received, with 31 consumers (51.67 percent) satisfied followed by 20 consumers as (33.33 percent) very satisfied, showing clarity and usefulness in usage guidelines. Availability in stores had 21 consumers were (35 percent) very satisfied, 20 were (33.33 percent) satisfied, and 19 were (31.66 percent) neutral, highlighting the need to enhance product reach. Overall, Patanjali products were positively rated for effectiveness, quality, and pricing. However, improvements in packaging and availability may further enhance consumer satisfaction.

Table 5: Consumers response on various factor for Patanjali product (N=60 consumers)

Statement	Frequency	Percentage
Satisfaction	51	85.00
Will recommend to other	42	70.00
Likely to continue	45	75.00
Some products are costly	25	41.66
Impact of Advertisement	48	80.00
Product have natural ingredients	47	78.33
Patanjali product is first choice	53	88.33

Table 5 data showed that varying levels of consumer satisfaction across different factors. About 51 consumers (85 percent) expressed overall satisfaction with the products. Additionally, 53 consumers (88.33 percent) stated that Patanjali is their first choice, which clearly reflects strong brand preference and loyalty among users. Out of 60 consumers, 45 were (75 percent) shared that they are likely to continue using Patanjali products in the future, while 42 (70 percent) mentioned they would recommend these products to others, indicating good levels of trust and positive word-of-mouth promotion. The impact of advertising was notable, with 48 consumers (80 percent) saying they were influenced by Patanjali's advertisements. Similarly, 47 consumers (78.33 percent) believed that the products contain natural ingredients, supporting Patanjali's image as an Ayurvedic and chemical-free brand. However, pricing emerged as a concern for some users. 25 consumers (41.66 percent) felt that certain Patanjali products are expensive, suggesting that cost may be a barrier for a few buyers despite the overall trust in quality. Overall, the data shows that most consumers are happy with Patanjali's offerings and trust its Ayurvedic nature. While satisfaction, loyalty, and continued use remain high, addressing price-related concerns could further improve the brand's consumer base and satisfaction levels.

Conclusion

The study found that Patanjali Ayurvedic products were well-received by young, educated, middle-income consumers, especially those from nuclear families. Items like Aloe Vera Gel, handwash, and toothpaste were among the most preferred, showing high demand for personal care and hygiene products. Word-of-mouth and television advertisements had a major impact on consumer awareness, while digital platforms were slowly becoming more influential. Most consumers were satisfied with the quality, effectiveness, and affordability of the products. Many considered Patanjali their first choice and expressed willingness to continue using and recommending the brand. Although natural ingredients and Ayurvedic value were appreciated, concerns were noted about the pricing of some products. The brand held a strong market position but had scope for improvement in packaging, product availability, and pricing strategies.

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