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A Study on Customer Perception and Satisfaction Level towards Herbal Products of Patanjali in Bilaspur City (H.P), India

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Abstract: *India is second largest market in the world. Nowadays (Fast moving consumer good) FMCG industry is most consuming one by the customer. A lot of companies are engaged to produce herbal and non herbal products at different price and quality as well. Nowadays FMCG market is more competitive and customer satisfaction and perception play a vital role to increase the market share and revenue of a business organization. Indian herbal market is emerging one as Ayurveda is most old concept to maintain healthy life style. One of the key challenges confronting the herbal products of Patanjali is how they maintaining quality and brand promise, which holds a prodigious significance to customer satisfaction. The objective of this study is know the level of customer perception and satisfaction by studying the awareness of products within the customer who consume the herbal products of Patanjali. The result was able to conclude that they are satisfied with the unique selling prepositions, Availability and Triumphant over its competitors of Herbal Products of Patanjali. The research determines about perception and satisfaction level of consumers and factors influences customer's behaviour towards herbal products of Patanjali. The study is proving that there is significance relationship between the monthly income and occupation of respondents.*

Keywords: *FMCG, Satisfaction, Patanjali, Perception, Customer, Herbal, Products, Relationship*

1. INTRODUCTION

Companies attract customers for their goods and services to meet market demand. Customer is the king of business. Every company has different strategies such as advertising, brochures, sales or lower prices of products.

Customer perception which includes a customer's impression awareness or awareness of a business or its subscription. Customer perception is typically influenced by advertising, ratings, public relations, social media, personal experiences, and other channels. Consumer perception is the overall impression a consumer has on the value, status and meaning of a product. The customer's product is always that of a product offered by a competitor. The ever-increasing marketing scenario and intensified competition around the world has reinforced the brand's role at an unprecedented level. Everybody is at the same time a consumer of different brands. The choice and use of a particular brand by the customer over time is influenced by the quality benefits of the brand, especially when it comes to brands of food and cosmetics.

Philip Kotler (2008) found that satisfaction is the feeling of pressure or disappointment of a person resulting from the perceived performance (outcome) of a product relative to its expectations. When the perceived benefits turn out to be nearly identical, the customer is very satisfied, and the company achieves customer loyalty to the products.

Customer satisfaction is defined as the number of customers or percentage of total customers whose reported experience with a business, its products or services exceeds the defined satisfaction goals. Customer satisfaction is important because it provides marketers and business owners with a measure that they can use to manage and improve their business, and 71 percent of marketing managers respond that they have found a customer satisfaction measurement useful in managing and monitoring their businesses. The six reasons that show that customer satisfaction is important are the following:

- It is a leading indicator of customer buy-back intent and loyalty
- It is a point of differentiation
- It reduces customer churn

- It increases the customer value
- It reduces negative word of mouth
- It's better to keep customers than to buy new ones

Patanjali

PatanjaliAyurved Limited was founded in 2006 with a vision of rural and urban development.

The company has quickly become a leading ayurvedic company and will invest Rs. 1,000 crore for the extension. The company has a production unit in Uttarakhand that produces high quality Ayurvedic products. Chyawanprash, honey, jam, soanpapdi, badampak and mustard oil are some of the company's products. Products from the company are of the highest quality and at an optimal price.

They offer herbal and organic products on contract cultivation. The company is taking various initiatives for farmers to increase their income and secure the sale of their products.

Patanjali Ayurvedic has limited advertising costs, which gives him ample scope to pass on the savings through lower ad spending over lower prices. The company advertises to a limited extent - news tickers, regional newspapers, some digital advertising, etc., although it could launch other forms of advertising. Most players and market experts believe that Patanjali growing popularity is helping to raise consumer awareness of the benefits of Ayurveda and herbal products.

Competitors: Emami, Himalaya, Boutique Dabur and many more.

OBJECTIVES OF THE STUDY

1. To examine the customer perception and level of satisfaction towards herbal products of Patanjali.
2. To find out the factors influencing the customer buying behaviour towards herbal products of Patanjali.

HYPOTHESIS OF THE STUDY

H_0: There is no association between perception and satisfaction level of customers with regards to herbal products of Patanjali and Demographic variables.

H_1: There is association between perception and satisfaction level of customers with regards to herbal products of Patanjali and Demographic variables.

2. REVIEW OF LITERATURE

The study was conducted by **G Satheesh Raju and R Rahul (2016)** on customer preference over Patanjali products: a study on consumers related to Warangal. The basics of study results to find out the rest of the age groups prefer food products. Therefore, driving performance can be used to drive the market, as people become healthier by introducing healthy food products. The study found that noodles were not bought repeatedly by Patanjali. Respondents showed less interest in detergents but were interested in toothpaste. Patanjali goes into a lot of business, it is suggested that it focuses on more cosmetics, health and food related products.

Kariappa A (2016) conducted a study on the topic A Descriptive Study on Customer Satisfaction with Special Reference to "HUL Ltd". Key findings from the study concluded that customer satisfaction is the most important part of the marketing concept. Because without satisfying customers a company that can not last forever in the market, not only the mind of the customer is a variable. Customers want a product that should be provided by the company to satisfy their customers, otherwise stop buying. This part of the study introduces literatures that focus on improving customer relationships. In this study, it is investigated that most customers are satisfied with the indelekha brand and overall satisfaction is quite high compared to other brands.

Chandiraleka E and Hamsa Lakshmi R (2016) conducted a study on customer perception and satisfaction with selected ayurvedic and herbal products. The study shows that most customers know the product through advertising. Customers are satisfied with the quality and price of the product. Ayurvedic and herbal remedies are available in all Patanjali and organic stores. Ayurvedic products are inexpensive and are well received by customers. They are readily available and have no side effects. It is found that all customers are satisfied with the quality and price of the products.

Rajan L P (2016) conducted a study on consumer perception of ayurvedic products, with special emphasis on MEGHA Herbo-Care Ayurveda Pharmacy Varode Palakkad. The study was conducted to identify consumer perceptions of ayurvedic products with particular reference to Megha's Herbo Care Ayurveda Pharmacy. This pharmacy is a GMP (Good Manufacturing Practice) certified pharmacy. The pharmacy maintains a good relationship between its consumers by offering them good quality products. All consumers of the company were satisfied with the products and would like to recommend the products.

Pandey P and Sah R (2016) conducted a study on the growth of Swadeshi**-** A case study on Patanjali Ayurvedic Ltd. The conclusion from the study was that Patanjali Ayurveda, in the midst of this competition, has risen to innovation, alternative marketing techniques, and cheap, good quality products. The position of Patanjali Ayurveda is then examined with a particular focus on product offerings, market share, sales trends, marketing strategies, dealer network, export analysis and more. It also highlights areas where the company needs to work to sustain its growth and develop great power in the Indian FMCG space.

The study was conducted by **Charwak B (2016)** on customer satisfaction with Himalayan skin care products. The study shows that most respondents know the herbal products. People do not consider cosmetics as a luxury now; most consumers are of the opinion that there are more chemicals in cosmetics that cause many side effects, and they are starting to switch to herbal cosmetics. This study allows manufacturers to know the needs and preferences of customers.

The study was conducted by **Anupriya S (2017)** on the subject of study on consumer preference and perceptions of the product Patanjali. It is noted that most customers know the product through advertising; Customers are satisfied with the quality and price of the product. The study describes that a large part of the user is satisfied with Patanjali products. It may be due to the product's ability to fix the problem. Patanjali enjoys the valuable position in the market through the spiritual component involved in his products.

The study was conducted by **Agarwal A (2017)** on the effects of Patanjali products on the FMCG business dominated by multinationals such as HUL, P & G, Nestle, etc. The study concluded that Patanjali should focus primarily on advertising, quality, price, and experience, which would eventually lead to value communication. The next opinion will automatically be positive if people give positive word of mouth or give recommendations on Patanjali Ayurvedic products. Patanjali has increased its advertising spend and this is reflected in our results, where advertising is the most important factor for consumers who value communication.

3. RESEARCH METHODOLOGY

3.1. STUDY DESIGN

Empirical study design was used to fulfil the objectives.

3.2 AREA OF THE STUDY

The study was conducted at Bilaspur City, Himachal Pradesh. Patanjali have 10 outlets. Out of 10 outlets 5 outlets were randomly selected.

3.3 STUDY POPULATION

Approximately about 500 customers visit daily at all 5 outlets. Through population size for the study 500 customers have been chosen.

3.4 SAMPLE SIZE

Sample was taken from the customers of Patanjali and 20% of total population (500) was taken as a sample size i.e. 100.

3.5 SAMPLING TECHNIQUE / METHOD

The multistage sampling technique was used.

3.6 DATA COLLECTION TOOLS AND TECHNIQUES

Self-structured questionnaire was used for data collection

3.7 STATISTICAL ANALYSIS

Data were analyzed by SPSS 23 version.

4. RESULTS AND DISCUSSION

The overall analysis of the study has been presented in tabular, graphical and narrative form. The result of the research has been presented and discussed under following sub- heads:

Table 1 *Socio- Demographic profile of Respondent*

Sr.No.	Socio-demographic characteristics	Frequency (n=100)	Percentage (%)
1	**Gender**		
	Male	52	52
	Female	48	48
	Total	**100**	**100**
2	**Age Groups (in years)**		
	Below 20	12	12
	21-30	43	43
	31-40	35	35
	Above 40	10	10
	Total	**100**	**100**
3	**Qualification**		
	High School	23	23
	Graduate	54	54
	Post Graduate	21	21
	Others	2	2
	Total	**100**	**100**
4	**Marital Status**		
	Married	73	73
	Unmarried	27	27
	Total	**100**	**100**
5	**Monthly Income (₹)**		
	Below 10,000	51	51
	10,001-30,000	24	24
	30,001-50,000	21	21
	Above 50,001	4	4
	Total	**100**	**100**
6	**Types of Family**		
	Joint Family	70	70
	Nuclear Family	30	30
	Total	**100**	**100**
7	**Occupation**		
	Business	9	9
	Agriculture	21	21
	Housewife	8	8
	Professional	7	7
	Private Employee	40	40
	Government Employee	15	15
	Total	**100**	**100**

Source: *Data collected through questionnaire by the researcher.*

4.1 SOCIO-DEMOGRAPHIC PROFILE OF THE RESPONDENTS

4.1.1 Gender

4.1.2 Age

4.1.3 Qualification

4.1.4 Marital Status

4.1.5 Monthly Income

4.1.6 Type of Family

4.1.7 Occupational Status

The socio- demographic characteristics were measured with respect to age, gender, marital status, qualification, occupation and monthly income, etc. Table 1 compiles the respondent's profile. This section provides the detail finding of demographic aspect of the sample respondents; which are further discussed with their respective tables and figures.

The detail of the demographic profile is discussed below.

- **Composition of respondent on the basis of Gender.**

The result suggests that majority of respondents; ie.52 percent were male, while 48 percent were female. The majority of respondents who are male are satisfied with the plant products from Patanjali.

- **Composition of Respondent on the basis of Age**

The result suggests that majority of the respondents 40% were of the aged group between 21-30 years, followed by the age group of 31-40 category 35%, followed by the age group of below 20 years category 12%. The least number of respondents were of the Above 40 year's category 10 %. The respondents who are under the age of 21-30 years preferred to buy more herbal products of Patanjali

- **Composition of Respondent on the basis of Qualification.**

The result suggests that majority of respondents 54% were found to be graduated, 23% were found to have High School and 21% were found to be post-graduated, 2% others while the least composition of respondent were found to be other qualification. Thus, it will show that people who had buy Patanjali have good academic background.

- **Composition of respondent on the basis of Marital Status.**

The result suggests that majority of respondents i.e. 73 percent were married whereas remaining 27 percent were unmarried. It shows that majority of the people who are married are satisfied from the herbal products of Patanjali.

- **Composition of respondent on the basis of Income of Respond**

The results suggests that 51 percent earned less than □ 10,000 ; 24 percent earned between □ 10,001 and 30,000 while remaining 21percent had □ 30,001 and 50,000 ; 4 percent had □ 50,001 or above monthly income It will analyze that majority of the respondent who buy Patanjali had income ranging Below □ 10,000.

- **Composition of respondent on the basis of Occupation.**

The result suggests that majority of population belongs to Private employee 40 %, 21 % respondents belongs to Agriculture, 15 % were belongs to Government employee, 9 % respondents were businessman, 8 % were Housewife and 7 % respondents were Professional employees. It will analyze that the Private employee and Agriculturist respondents were the majority who buy Herbal Products of Patanjali.

4.2 MAJOR FACTORS AFFECTING CUSTOMER PERCEPTION AND SATISFACTION SECTION

This section consist the result and finding regarding the basic information related to the perception and satisfaction of consumers.

4.2.1 Composition of respondents on the basis of Respondents unique selling propositions of Herbal Products of Patanjali.

The unique selling propositions of herbal products of Patanjali are depicted in table 4.8 and figure 4.7.

Table 2: *Unique Selling Propositions*

S.No.	Unique Selling Propositions	Frequency	Percentage (%)
1	Quality	59	59
2	Price	14	14
3	Quantity	14	14
4	Others	13	13
Total		**100**	**100**

Source: Data collected through questionnaire by the researcher.

The Above table 2 shows that Majority 59 % of the respondents Quality is the unique selling propositions strategy adopted Patanjali Herbal Products and minimum 13% of the respondents said other factors. The Quality is the best unique selling prepositions among others.

4.2.2 Composition of Respondents on the basis of Easily Availability of Patanjali Herbal Products.

Easily availability of Patanjali herbal products of sample respondents is depicted in table 3.

Table 3: *Availability*

S.No.	Availability	Frequency	Percentage (%)
1	Under 1 KM	46	46
2	1-2 KM	13	13
3	3-4 KM	13	13
4	More than 4 KM	28	28
Total		**100**	**100**

Source: *Data collected through questionnaire by the researcher.*

The table 3 illustrate that the results suggest that Maximum 46 % respondents said easily availability of herbal products were under 1KM, 28 % respondents said that easily availability of herbal products more than 4 KM and minimum 13% respondents said that they were just under 1-2 KM and 3-4 KM.

4.2.3 Composition of Respondent Triumphant over all its competitors.

Triumphant over all its competitors of herbal products of Patanjali is depicted in table 4

Table 4: *Triumphant over its competitors*

S.No.	Values	Frequency	Percentage (%)
1	Yes	67	67
2	No	33	33
Total		**100**	**100**

Sources: *Data Collected through questionnaire by the researcher.*

The table 4 illustrate that 67 % were thinking that Herbal Products of Patanjali can be Triumphant over all its Competitors whereas 33 % were thinking that Herbal Products of Patanjali can't be Triumphant over all its competitors. It can be concluded that the most of the respondent were thinking Herbal Products can be Triumphant over all its Competitors.

4.2.4 Composition of Respondent on the basis of Patanjali Herbal Products better than other Branded Products.

Patanjali herbal products better than other branded products are depicted in table 5

Table 5: *Patanjali Products Better than Other Branded Products.*

S.No.	Values	Frequency	Percentage (%)
1	Yes	68	68
2	No	32	32
Total		**100**	**100**

Source: *Data Collected through questionnaire by the researcher.*

The Table 5 illustrate that 68 % of the respondents said that Herbal Products of Patanjali are better than other branded Herbal Products whereas 32 % of the respondents said that Herbal Products of Patanjali are not better than other branded Herbal Products. It can be concluded that most of the respondents said that Patanjali Herbal Products were better than other branded Herbal Products.

4.2.5 Composition of Respondent on the basis of Switch to other brand if get some Promotional Schemes.

Switch to other brand if get some promotional schemes are depicted in table 6.

Table 6: *Switch to Other Brand if get some Promotional Schemes.*

S.No.	Values	Frequency	Percentage (%)
1	Yes	68	68
2	No	32	32
Total		**100**	**100**

Sources: *Data Collected through questionnaire by the researcher.*

The Table 6 illustrate that 68 % of the respondents said that they would switch to other brand if they get some promotional schemes with that brand whereas 32 % of the respondents said that they would not switch to other brand if they get some other promotional schemes in that brand. It can be concluded that most of the respondents said that they would switch to other brand if they get some promotional schemes in that brand.

4.2.6 Composition of Respondents Purchased of any Patanjali Product after recent advertisement.

Purchased of any Patanjali product after recent advertisement is depicted in table 7.

Table 7: *Purchased of any Patanjali Product after recent advertisement.*

S.No.	Values	Frequency	Percentage (%)
1	Yes	75	75
2	No	25	25
Total		**100**	**100**

Source: *Data Collected through questionnaire by the researcher.*

The Table 7 illustrate that 75 % of the respondents said that they would purchase of any Patanjali product after recent advertisement whereas 25 % of the respondents said that they would not Purchase of any Patanjali product after recent advertisement. It can be concluded that most of the respondents said that they would purchase of any Patanjali product after recent advertisement.

4.3 ASSOCIATION BETWEEN SOCIO DEMOGRAPHIC PROFILES OF RESPONDENTS.

This portion consists of association between the demographic profiles of respondents Age and Monthly Income and Occupation.

Table 8: *Association between the Age and Income*

S.No.	Age (in Years)	Monthly Income (INR)				
		Below 10,000	10,001-30,000	30,001-50,000	Above 50,001	**Total**
1	Below 20	10	0	4	2	16
2	21-30	24	13	6	0	43
3	31-40	16	11	6	1	34
4	Above 40	1	0	5	1	7
Total		**51**	**24**	**21**	**4**	**100**

This table shows the cross tabulation between the Age and Monthly Income. It could be inferred that if the total respondents, 16 had Age Below 20 years, 43 respondents having the Age of 21-30 years, 34 respondents were having Age of 31-40 years and remaining 7 respondents had Age above 40 years.

Result of the chi- square test

Degree of freedom	9
Table value at 5 percent level	16.9
Calculated value	26.123

This table shows the cross tabulation between the Age and Monthly Income. It could be inferred that if the total respondents, 16 had Age Below 20 years, 43 respondents having the Age of 21-30 years, 34 respondents were having Age of 31-40 years and remaining 7 respondents had Age above 40 years.

Null Hypothesis: there is no significant relationship between the Age and Monthly Income of the respondent.

Calculated value is more than tabulated value therefore the result is there is a significant relationship between Age and Monthly Income. Null Hypothesis is rejected.

Table 9: *Association between the Monthly Income and Occupation*

S.No.	Monthly Income (INR)	Occupation						Total
		Business	Agriculture	Housewife	Professional	Private Employee	Government Employee	
1	Below 10,000	5	12	7	4	23	0	**51**
2	10,001-30,000	2	7	1	2	12	0	**24**
3	30,001-50,000	2	2	0	1	5	11	**21**
4	Above 50,001	0	0	0	0	0	4	**4**
Total		**9**	**21**	**8**	**7**	**40**	**15**	**100**

This table shows the cross tabulation between the Monthly Income and Occupation. It could be inferred that if the total respondents, 51 had Below INR 10,000, 24 respondents having the Monthly Income of INR 10,001-30,000, 21 respondents were having Income between INR 30,001-50,000 and remaining 4 respondents had Monthly Income Above INR 50,001.

Result of the chi- square test

Degree of freedom	15
Table value at 5 percent level	25.0
Calculated value	62.550

This table shows the cross tabulation between the Monthly Income and Occupation. It could be inferred that if the total respondents, 51 had Below INR 10,000, 24 respondents having the Monthly Income of INR 10,001-30,000, 21 respondents were having Income between INR 30,001-50,000 and remaining 4 respondents had Monthly Income Above INR 50,001.

H_0: There is no significance relationship between Monthly Income and Occupation of the respondents.

H_1: There is a significance relationship between Monthly Income and Occupation of the respondents.

The calculated chi square value (62.550) is greater than the table value (25.0) at 5% significance level. The test is significant. This means there is significant relationship between Monthly Income and Occupation of the respondents. Therefore, the null hypothesis is rejected.

4.4 ASSOCIATION OF KEY FACTORS OF CUSTOMERS PERCEPTION AND LEVEL OF SATISFACTION TOWARDS HERBAL PRODUCTS.

The association of factors of perception and level of satisfaction towards herbal products is depicted in table 10.

Table 10: *Association between Perception and Satisfaction of Customers towards Herbal Products.*

Factors	Age Group	Qualification	Occupation	Monthly Income
What are the unique selling prepositions of Herbal Products of Patanjali	0.115	-0.035	0.058	0.157
Is Herbal Products of Patanjali easily available in your nearby	-0.060	-0.037	-0.007	0.009
Do you think Herbal Products of Patanjali can be Triumphant over all its competitors	0.192	0.081	.125	-.017
Is Patanjali Herbal Products are better than other branded Herbal Products	-0.006	0.092	0.029	0.024
Would you like to switch to other brand if you get some promotional schemes with that brand	-.006	0.066	-0.049	-0.117
Have you purchased any Patanjali product recently after coming across any advertisement	0.056	0.077	-0.059	0.114
How advertisement influenced you	-0.051	-0.117	0.377**	0.074

***.Correlation is significant at the 0.01 level.*

** . Correlation is significant at the 0.05 level.*

Inference: Unique selling prepositions of herbal products of Patanjali are directly correlated with age, occupation and monthly income whereas it is inversely related with qualification.

Easily availability of herbal products of Patanjali is directly correlated with monthly income whereas it is inversely correlated with age group, qualification and occupation.

Patanjali can be Triumphant over all its competitors are directly correlated to Age group, Qualification and Occupation whereas it is inversely related with Monthly Income.

Patanjali Herbal products are better than other branded herbal products is directly correlated with Qualification, Occupation and Monthly Income whereas inversely related to Age Group.

Other product will be opted to get some promotional schemes with that brand is directly correlated to Qualification whereas inversely related to Age group, occupation and Monthly Income.

Purchase of Patanjali product depending upon advertisement is directly correlated to Age group, Qualification and Monthly Income whereas inversely related to Occupation.

Influence of advertisement is directly correlated to occupation and Monthly income whereas inversely related to Age group and Qualification.

4.2.9 ASSOCIATION OF KEY FACTORS OF CONSUMER BUYING BEHAVIOUR INFLUENCED TOWARDS HERBAL PRODUCTS.

The association of factors of consumer buying behaviour influenced towards herbal products is depicted in table no. 4.17 and figure 4.13.

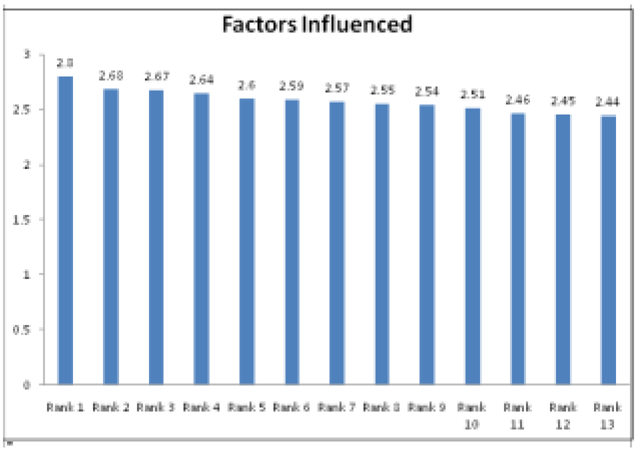

Figure 11: *Figure showing the influenced factors towards Herbal Products.*

Table 11: *Factors influenced Customer Behaviour towards Herbal Products.*

S.No.	Factors Influenced	1 Not Satisfied	2 Partially Satisfied	3 Satisfied	Mean	Rank
1	Herbal Products can be used to help maintain and promote health	2	16	82	2.80	I
2	Herbal products can be used to treat illness	0	56	44	2.44	XIII
3	Herbal products are made from natural ingredients	0	33	67	2.67	III
4	Herbal products are safe for you	0	46	54	2.54	IX
5	Lot of Health claims made by manufacturers of herbal products are unproven	0	40	60	2.60	V
6	It is important to talk to medical doctor before using herbal products	3	30	67	2.64	IV
S.No.	**Factors Influenced**	**1 Not Satisfied**	**2 Partially Satisfied**	**3 Satisfied**	**Mean**	**Rank**
7	Product you brought is Pure herbal product	4	48	48	2.44	XIII
8	Your decision to buy herbal products	5	39	56	2.51	X
9	Truly enjoying the herbal products of Patanjali	1	43	56	2.55	VIII
10	Owing herbal products has good experience	2	50	48	2.46	XI
11	Price	2	37	61	2.59	VI
12	Quality of product from other non herbal products	2	37	61	2.59	VI
13	Packaging	1	30	69	2.68	II
14	Given information on product	0	41	59	2.59	VI
15	Side effect of product	1	53	46	2.45	XII
16	Effectiveness	2	39	59	2.57	VII
17	Your product meet your needs	2	41	57	2.55	VIII
18	Value for Money	2	37	61	2.59	VI

Source: *Data collection through questionnaire by the researcher.*

**(1*2+2*16+3*82/100) = 2.80*

1. The majority of the respondents were influenced by the factors that included Herbal Products that can be used to help, maintain and promote health (2.80), as there was packaging factor that influences Consumer Buying Behaviour (2.68), there was herbal products made from natural ingredients (2.67), there was need to talk to medical doctor before using herbal products (2.64), there were many health claims made by manufacturers of herbal products (2.60). These all factors are the most influencing factors that a consumer's can influenced towards Herbal Products.

2. They were influenced by the Price of Herbal Products/Given information on Product/ Value for Money (2.59), they were influenced by the effectiveness (2.57), they were truly enjoying the herbal products of Patanjali/ Product meet your needs (2.55), they were influenced that Herbal Products are safe for you (2.54). These all factors are the moderate influencing factors that a Consumer Buying Behaviour can influenced towards Herbal Products.

3. Then they were influenced by the decision to buy Herbal Products (2.51), they were influenced by owing herbal products good experience (2.46), they were influenced by side effect of Product (2.45), they were influenced by using herbal products to treat illness/Product you brought is Pure herbal product (2.44).

5. FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 FINDINGS

- This study examines and analyzes the level of perception and satisfaction of customers with regard to Herbal Products of Patanjali. The present study also reveals that the Age, Monthly Income and Occupation had a positive correlation with the factor that they are satisfied with the unique selling prepositions of Herbal Products of Patanjali. It was also found that Monthly Income had positive correlation with the factor that they are satisfied that Patanjali products are easily available nearby and Age, Qualification and Occupation had negative correlation with the factor that availability of Patanjali products are not nearby.
- It reveals that Age, Qualification and Occupation had positive correlation with the factor that there can be triumphant overall its competitors of Patanjali and monthly income had negative correlation with the factor of satisfaction. It was found that Qualification, Occupation and Monthly Income had positive correlation with the factor that Patanjali products are better than other branded products whereas Age had negative correlation. As Qualification had positive correlation towards other product will be opted to get some promotional schemes with that brand and negative correlation with Age group, Occupation and Monthly Income.
- It was found that occupation had a negative correlation with the factor that purchase of Patanjali product depending upon advertisement and Negative correlation towards Age group, Qualification and Monthly Income. It reveals that occupation and Monthly Income had positive correlation for advertisements influenced the customers to buy their products and the negative correlation towards Age group and Qualification.

5.2. CONCLUSION

In contrast of the finding, it may be concluded that, the customers can influenced with the Herbal Product can help, maintain and Promote health, treat illness, natural ingredients, safe, unproven health claims, pure herbal products, Product is exactly, Enjoying, Good Experience, Price, Quality, Packaging, Give information, Side effect of product, Effectiveness, Meet your needs and Money. These all key factors influenced the consumer behaviour towards the herbal products of Patanjali.

5.3 SUGGESTIONS

- Patanjali products should be easily available at every retail store.
- Discount, offers and promotional schemes should be announced as other FMCG companies doing now-a-days to capture large market share of customer.
- Health claims made by manufacturers of herbal products should be approved from medical authorities to support those claims.
- Customer should consult with doctor before using Patanjali herbal products (especially for medicines and cosmetic products).

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