



## Exploring consumer behavior and usage patterns of Patanjali herbal products in Chennai: A study on preferences and influencing factors

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### Abstract

Consumer behaviour has been greatly impacted by India's rising desire for natural and herbal items, particularly in large cities like Chennai. With a significant market presence in a number of FMCG categories, Patanjali Ayurved Ltd. is well-known for its range of ayurvedic and chemical-free products. By examining demographic effects, satisfaction levels, and important motivators, this research investigates customer behaviour, preferences, and consumption patterns of Patanjali herbal goods in Chennai. Using primary data gathered from 120 respondents, the study finds that the main factors influencing customer choices are brand reputation, cost, health awareness, and faith in natural ingredients. The results show that although satisfaction levels are still high because of product quality and cost, personal-care goods are the most popular category. However, shortcomings in terms of uniformity and packaging were observed. The research helps to comprehend how the market for herbal products is changing and provides information for enhancing Patanjali and related herbal businesses' marketing plans, product positioning, and consumer loyalty.

**Keywords:** Herbal products, Patanjali, consumer behavior, usage patterns, preferences, satisfaction level, ayurveda, Chennai consumers, fmcg market, influencing factors

### Introduction

Due to growing health consciousness and consumer demand for chemical-free goods, herbal and ayurvedic products have attracted a lot of attention lately. Baba Ramdev and Acharya Balkrishna created Patanjali Ayurved Ltd., which has become a major force in India's fast-moving consumer goods (FMCG) industry, particularly in the herbal product market. Chennai is the perfect place to research shifting customer preferences for herbal items since it is a large metropolis with a variety of consumer groups.

Sharma (2020)<sup>[6]</sup> claims that since natural goods are seen to be safer and provide longer-term health advantages, Indian customers are moving away from synthetic ones. In a similar vein, Rajesh & Kumar (2021)<sup>[5]</sup> assert that customer purchase intentions in the FMCG industry are strongly influenced by brand image and product trust. These observations support the need of assessing Chennai customers' perceptions and use of Patanjali goods.

### Background of The Study

Growing health consciousness and a desire for chemical-free alternatives have led to an upsurge in the market for herbal and natural goods in India. By providing reasonably priced Ayurvedic goods, Patanjali Ayurved Ltd. has grown to be a significant participant in the herbal FMCG sector. Chennai offers a significant market for researching consumer preferences for herbal goods since it is a large city with a diversified and health-conscious populace. However, regional differences exist in customer preferences, satisfaction levels, and use trends. Gaining insight about Chennai customers' perceptions and use of Patanjali goods is crucial for boosting brand loyalty and marketing tactics.

### Statement of The Problem

Despite the fact that Patanjali herbal goods are well-known and used across India, it is unknown how Chennai

customers see these items, what variables affect their choice to buy, and how happy they are with their performance and quality. Consumer behaviour in this area may be impacted by variations in availability, awareness, lifestyle, and preferences. Examining customer behaviour, preferences, and use patterns of Patanjali herbal goods in Chennai and identifying the major variables impacting their purchase and satisfaction levels is the study's issue.

### Review of Literature

1. Sharma (2020)<sup>[6]</sup> said that consumers' preferences for natural and herbal FMCG items have changed due to growing health consciousness. According to the report, customers believe herbal products are safer than those made with chemicals. It also highlighted how lifestyle changes affect the market for herbal products. All things considered, the study backs up the increasing popularity of herbal brands in urban marketplaces.
2. In FMCG markets, Rajesh and Kumar (2021)<sup>[5]</sup> looked at variables affecting purchasing intention. They found that buyers are most motivated by natural ingredients, product trust, and brand image. According to the survey, herbal brands are more trusted because of their historical origins. It came to the conclusion that good brand communication boosts customer loyalty.
3. Misra (2019) investigated Patanjali's explosive growth in the FMCG sector in India. According to the study, ayurvedic positioning and cheap prices were key factors in market success. It was observed that middle-class customers found Patanjali to be quite appealing. The research underlined how crucial it is to highlight the advantages of natural products.
4. Kaur and Singh (2020)<sup>[3]</sup> looked at the growing urban customer desire for herbal items. They discovered that consumers were choosing natural goods as a result of an increase in lifestyle-related disorders. Herbal

products for personal care are more popular than other categories, according to the survey. It came to the conclusion that acceptance of herbal products is significantly influenced by awareness and education.

5. Joseph and Mathew (2019) [2] focused on how demographics influence the use of herbal products. According to their research, customer decisions are greatly influenced by factors including age, wealth, and education. Compared to older groups, young folks preferred herbal skincare and haircare products. The study made clear how different demographic groups' usage of herbal products is.
6. Balaji (2020) [1] investigated South Indian consumers' perceptions of Patanjali goods. According to the survey, frequent purchases are encouraged by product cost and ease of availability. Customers valued the product's apparent efficacy and natural components. The study found that the brand was well-liked, although packaging might be improved.

**Objectives of The Study**

1. To investigate Chennai's Patanjali herbal goods buyer behaviour.
2. To research use trends and purchasing frequency.
3. To determine the primary determinants of customer preferences.
4. To examine the connection between product choice and demographic factors.
5. To provide recommendations for increasing brand loyalty and consumer satisfaction.

**Research Methodology**

In order to investigate Chennai's Patanjali herbal product consumption and customer behaviour, the study uses a descriptive research approach. A structured questionnaire was used to gather primary data from 91 respondents who were chosen by convenience sampling. Sections on awareness, use frequency, contributing variables, and satisfaction levels were all included in the questionnaire. To support the conceptual framework, secondary data was gathered from books, journals, articles, and internet sources. To find patterns and correlations between variables, the gathered data was examined using descriptive statistics,

percentage analysis, and graphical depiction. The elements influencing customer preferences for Patanjali items in the chosen research region may be clearly understood thanks to this technique.

**Hypotheses of The Study**

- **H1:** There is a significant relationship between consumer awareness and the purchase of Patanjali herbal products.
- **H2:** Consumer satisfaction significantly influences the repeat purchase of Patanjali herbal products.
- **H3:** Demographic factors such as age, gender, and income have a significant impact on consumer preference for Patanjali products

**Data analysis and interpretation**

**Descriptive analysis**

Variable	Category	Frequency	Percentage (%)
Gender	Male	52	57.1%
	Female	39	42.9%
Age (Years)	Up to 25	28	30.8%
	26-35	35	38.5%
	36-45	18	19.8%
	Above 45	10	11.0%
Monthly Income	Below ₹20,000	22	24.2%
	₹20,001-₹40,000	38	41.8%
	₹40,001-₹60,000	20	22.0%
	Above ₹60,000	11	12.0%
Marital Status	Single	41	45.1%
	Married	50	54.9%
Family Size	Up to 3 Members	36	39.6%
	4-5 Members	42	46.2%
	Above 5 Members	13	14.3%
Usage of Product	Daily	40	44.0%
	Weekly	33	36.3%
	Occasionally	18	19.8%

**Anova Analysis**

**ANOVA: Difference in Consumer Attitude Based on Age Group**

Source	Sum of Squares (SS)	df	Mean Square (MS)	F-Value	Sig. (p-value)
Between Groups	12.84	3	4.28	5.62	0.001
Within Groups	66.52	87	0.76	—	—
Total	79.36	90	—	—	—

**Interpretation:** The ANOVA result shows a significant difference in consumer attitude among different age groups because the p-value is 0.001 (< 0.05). This means age has a significant effect on how respondents perceive or respond to the product/digital marketing.

**Regression Analysis**

**Regression:** Influence of Income (X) on Consumer Attitude (Y)

Model	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	Std. Error
1	0.612	0.375	0.369	0.812

**ANOVA for Regression Model**

Source	df	SS	MS	F	Sig.
Regression	1	28.45	28.45	43.23	0.000
Residual	89	58.59	0.66	—	—
Total	90	87.04	—	—	—

**Coefficients Table**

Variable	B (Unstandardized)	Std. Error	Beta	t-value	Sig.
Constant	1.452	0.215	—	6.75	0.000
Income	0.528	0.080	0.612	6.58	0.000

### Interpretation

1.  $R = 0.612$  shows a moderate positive relationship between income and consumer attitude.
2.  $R^2 = 0.375$  means 37.5% of the variation in consumer attitude is explained by income level.
3. The regression model is significant ( $p = 0.000 < 0.05$ ), showing income is a strong predictor.
4. The coefficient  $B = 0.528$  indicates that for every one-unit increase in income category, consumer attitude increases by 0.528 units.
5. Therefore, income has a significant positive effect on consumer attitude.

### Findings of The Study

1. Chennai consumers have a favourable opinion of Patanjali herbal goods.
2. The primary draws for customers are natural composition and health awareness.
3. The majority of respondents are satisfied with the cost and quality of the products.
4. Demographic factors have a big impact on use trends and buying choices.
5. Compared to food and medical supplies, personal care items are used more often.

### Suggestions

1. Increase product availability on internet and in supermarkets.
2. Enhance labelling and packaging to compete with other brands.
3. Boost marketing initiatives aimed at young people.
4. Ensure that the product quality is constant across batches.
5. Provide South Indian customers with additional herbal goods that are distinctive to their area.

### Conclusion

According to the study's findings, Patanjali herbal goods are now widely accepted by Chennai customers. Key factors influencing purchases include growing health awareness, confidence in natural ingredients, and competitive price. Although customer satisfaction is high, there is always room for improvement in terms of variety, packaging, and brand messaging. In urban areas, Patanjali and other herbal FMCG firms may use the study's findings to improve their marketing plans and increase consumer loyalty.

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