

# Patanjali - A Transformation in Green Marketing

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## Article Info

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## Abstract:

Our research paper throws light on how Patanjali became a benchmark, a best practice and a revolution in the field of Green marketing. Our paper focuses on primary data and how it is been significant to consumers. Patanjali became an international brand due to its business strategies. People often use to enjoy or consume healthy and luxury products but they don't want to involve in production and distribution. Patanjali people took this as a competitive advantage and transformed unhealthy ingredients of nature into healthy ones by inculcating Ayurveda and green values and now people are ready to afford to some extent. Our paper recognized a research gap why still people are dragging too much regarding purchase decision of Patanjali products.

The purpose of this paper is to understand how consumers are perceiving towards Patanjali products and how it became a global pioneer of green products. The primary data was obtained from 212 respondents who have been using Patanjali products. The data was analysed using SPSS software and chi-square test was applied. The outcome of our paper focuses on behavior level of consumers towards green organic products.

## Article History

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## 1. Introduction

Ayurveda i.e. popularly known as oldest school of medicine. This Ayurveda green marketing techniques have its own importance in transferring world to a healthy world. Patanjali is one of the green outputs of Ayurveda and focusing as green marketing strategies along with its effective implementation.

Green marketing is defined as a marketing technique which ultimate focus is to produce environment friendly products which do not harm the society and lives. In gist, marketing technique which concentrates

on best utilization of natural resources for production purposes which keeps environmental benefits and its lives in their mind.

According to Philip Kotler, Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential.

Norman Borlaug is called the father of Indian Green Revolution. Green marketing

concept is smartly decorated by Ayurveda and Patanjali products. The awareness among the public as regards green marketing is lagging because of commercialization, branding and competitive advantage. We focus as an advantage tool by Patanjali people which is so tremendous and magnificent. Due to green marketing techniques Patanjali has become an intermediary demand by having Indian Ayurveda and traditional touch. Green marketing is a benchmark which everybody would opt for and creative into the society.

Green marketing, also called Ayurveda marketing which has become significant segments of Patanjali leaving its own footprint in the modern world. As per we wanted to know that to what extent Patanjali is recognized as green marketing and when that awareness among the public. Since behind many years as ancestors taught us that "Health is wealth" wish has become a vital routine life of people for which green marketing and green products are very much essential.

### Objectives

- To create and know awareness among the public as regular green products of Patanjali.
- To perceive Patanjali as international eminence.
- To understand the perception level of consumers.

### Research Methodology

The current study is based on primary data and required data were collected from websites, convenient sampling was used in the study. Sample of 200 respondents were selected for the study and the primary data were collected from

google questionnaires only. Secondary sources have been used to collect information about 'Patanjali' brands. Journals, articles, research reports and government documents were reviewed to get the insight of the previous interventions that the stakeholders and policy makers have already in place. Also websites of natural products manufacturing company and online document were investigated to conduct this research. To analyse the questionnaire results tools of Simple percentage analysis, Regression and non-parametric (chi-square) test have been used and the pilot survey was conducted. SPSS software was used for testing the data.

### Research Gap

The paper identifies the gap why still people are dragging too much regarding purchase decision of Patanjali products.

### Review of Literature

**Shinde D.T., and Gharat S.J. "Product positioning of Patanjali Ayurved Ltd." (2017)** This paper inspected an examination on Patanjali items and presumed that Patanjali has just made a conviction inside its buyers and has just caught the market. The specialist likewise expressed that because of intense interest of Patanjali's item there is a deficiency in the market and lack of items is a noteworthy issue.

**Ali M.I., and Yadav M. "A study of consumer perception of herbal products in Bhopal" (2015)** This paper inspected an examination on Patanjali items and presumed that Patanjali has just made a conviction inside its buyers and has just caught the market. The specialist likewise expressed that because of intense interest of Patanjali's item there

is a deficiency in the market and lack of items is a noteworthy issue.

**Pandey P., Shah R., “Growth of Swadeshi- a Case Study on Patanjali Ayurveda Limited” (2016).** Under that it is expressed that how much market is secured by FMCG which is of around \$49bn which contributes 2.5% to India GDP. It is demonstrated that there were 10 major players (Dabur, HUL, PNG, Reckitt Benckiser, and so forth.) In the market, with whom Patanjali contended and vanquished the greater part of the organizations with its swadeshi system. Research expresses that Patanjali has made customer showcase for nearly Rs16000 crore with various methods for notice which incorporates yoga crusade, least cost procedure, low overall revenue, less expensive value, social welfare and soon..

**Khanna R., “Customer Perception towards Brand: A Study on Patanjali” (2015)** This paper analyses the market and concludes that different brands are consumed by different people at the same time. The choice and usage of a particular brand by the consumer over the time is affected by the quality benefits offered by the brand. The researcher analyzed that PATANJALI AYURVEDA LTD has more than 100 different products in the catalogue and has started the concept of “Marketing through Spirituality” which indeed has shaken the whole FMCG market. Some of the objectives of the study included: 1) To study the satisfaction level of consumers after using „PATANJALI“ Products. 2) To study the perception of their customers about their brand PATANJALI. The researcher collected the primary data through questionnaires from 100 users of Patanjali Products within Punjab. From her

analysis and research, it can be understood that the people having the age between 20-40 consumed the maximum in 2015, coming to the gender, it was seen that the consumption of the products were more by the females. Coming to the occupation point of view, the consumption by the students were the most.

### Limitations of the study

- Our study is restricted only to Patanjali green products.
- Our study focuses on 212 respondents and restricted to Bengaluru city.

### Hypothesis

H0: There is no relationship between purchases of Patanjali product on overall satisfaction of customers

H1: There is relationship between purchases of Patanjali product on overall satisfaction of customers

Through chi square test the Null hypothesis is rejected and Alternative hypothesis is accepted i.e. there is a good relationship between purchases and satisfaction level of consumers.

Reliability Statistics

Cronbach's Alpha	No of Items
.977	16

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	222.663 <sup>a</sup>	8	.000
Likelihood Ratio	260.913	8	.000
Linear-by-Linear Association	142.714	1	.000
N of Valid Cases	212		

Purchase \* Satisfaction Cross tabulation

Count

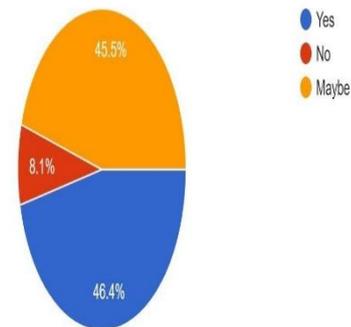
	Satisfaction					Total
	1	2	3	4	5	
frequently	21	27	0	0	0	48
Purchase very rare	0	25	58	0	0	83
sometimes	0	0	34	36	11	81
Total	21	52	92	36	11	212

From the chart 1.2 we come to know that 22.7% of the respondents buy Patanjali products frequently and remaining respondents buy very rare.

Do you feel patanjali has become a major competitor in the market

211 responses

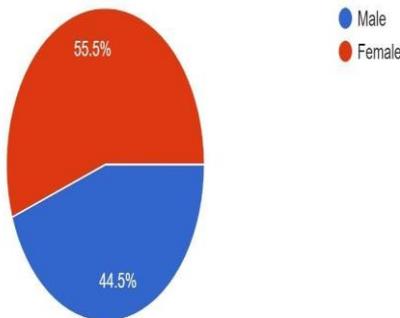
CHART



**Analysis and Interpretation**

Gender

211 responses

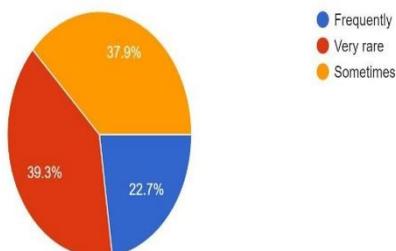


From chart 1.3, 46.4% of the respondents have informed that Patanjali can be a major competitor in the market and there are only 8.1% respondents who had said no to it.

From the chart 1.1 there are more female responses i.e. 55.55% compared to the total.

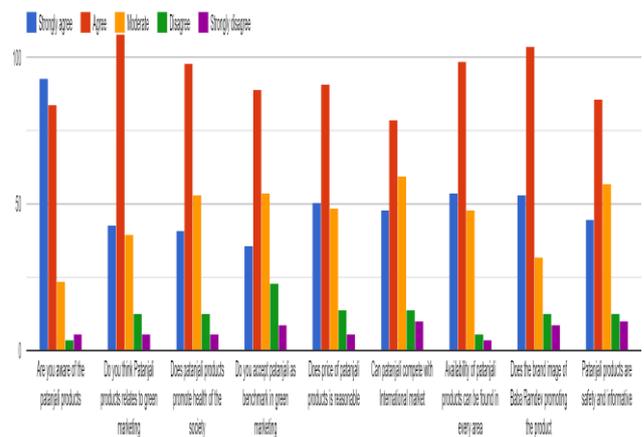
How frequently do you purchase patanjali products?

CHART 1.2



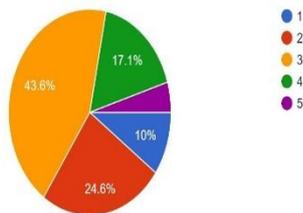
Do express how much you agree or disagree with the product

CHART 1.4



What is your satisfaction level (1- very high, 2- high, 3 - moderate, 4 - low, 5 - very low)

CHART 1.5



From chart 1.5 the satisfaction level of customers is good and moderate because 78.2% of the respondents are happy.

### Way Ahead

The research paper in the coming days shall be tested by capturing large samples and to what extent people will like or dislike the products of Patanjali and to identify the performance of it in the market.

### Conclusion

Ayurvedic and Herbal cures are accessible in all Patanjali and natural stores. Ayurvedic items are sensibly financially savvy and very much acknowledged by clients. They are effectively accessible and don't have reactions. With its rich bio-decent variety and rich legacy of Indian restorative framework, India would draw world consideration as a residence eco-accommodating therapeutic frameworks that are in concordance with the nature, it is inferred that every one of the clients know about the item, and the clients are happy with the quality and cost of the items. Based on the findings it is suggested to take necessary steps and measures to bring positive perception among consumers and should reach all age groups of people which would be a successful venture and should come up with certain awareness programs in each and every cities.

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