Marketing of Organic Products A Study on Consumer Perception towards Patanajali Ayurveda Limited

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ABSTRACT

The modern world is witnessing a wide spread expansion in the usage of organic products, be it food products, personal and health-care and cosmetics for the varied and valid reasons. Organic products are becoming more and more popular and people choose them for distinct advantages. The lifestyle pattern has been observed to be changing for the last decade convergent to the consumption of organic products including Ayurvedic medicines owing to the enhanced levels of health consciousness because of other environmental degradation. Consequently, there has been a rapid expansion in the organic market.

Despite the existence of several manufacturers of Ayurvedic medicines for quite a long time, the organic producers and corresponding retailers and dealers have been facing difficulties for one decade only including Patanjali Ayurveda Limited. Although, there had been an exponential growth in Patanjali's business graph, at the last couple of years have been witnessing a gradual decline in their sales. The study is aimed at investigating the dynamics of consumer behavior towards to organic products with reference to select Patanjali products in Visakhapatnam District, Andhra Pradesh, in the prevailing marketing conditions. On the face of it, the study has analyzed all the elements associated with the organic products including medicines encompassing the global scenario of organic product markets, status of Indian organic market and the role of consumer behavior. An overview of Patanjali Ayurveda Limited, its products and business operations and the role of culture, ethnicity, attitude and society in the consumption of organic products.

INTRODUCTION

Organic production is an overall system of farm management and food production that aims at sustainable agriculture, high-quality products and the use of processes that do not harm neither the environment, nor human, plant or animal health and welfare.

Consumers are anxious about food quality, production techniques and provenance and they trust organic foods more easily. The food-related decision-making process is complex and is influenced by many determinants:

i. **Economic:** cost, income, and availability;

ii. **Physical:** accessibility, education, and skills;

iii. **Social:** culture, family, and meal patterns;

iv. **Psychological:** mood, stress, and guilt;

v. **Personal:** attitudes, beliefs, and knowledge about food.

Statement of Problem

Consequent to the onset of technology the consumers have become more aware of what they exactly need and find it easy to access the required information on the products they require and their tastes and preferences are

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changing with the trends and are inclined towards the luxuries of life within their available resources. The changing face of consumerism has become a boon as well as a bane for the manufacturers and it is turning to be a challenging task for them in meeting the expectations of the modern consumers to their satisfactory levels. This tendency is prevalent more in organic products market with the changing patterns of consumer behavior.

Objective of the Paper:

The research objective of this paper has been formulated based on the proposed research questions and specifically to examine the role of consumer behavior and its dynamics towards organic products with specific reference to Patanjali Ayurveda Limited select products.

Formulation of Hypotheses:

The study has given a pedestal for framing an objective and outcome oriented and testable hypothesis for analogous to the current research. The empirical research conducted through the meticulous data collection and analysis has been assimilated and categorized into: demographics, psychological, social, cultural, personal and economical factors.

H_1: Demographics (Age, Gender, Income, Education, Occupation and Family Income) have a significant influence on the intentions of buying Patanjali organic products.

Research Methodology

Research by definition is the systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions. Methodology is the systematic, theoretical analysis of the methods applied to a field of study, which comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative and/or qualitative techniques.

Consumer Demographic-Analysis

Consumer Demographics: A sample size of 475 has been considered for the data analysis and the analysis is as follows:

Table 2.1: Consumer Demographics

Demographics	**Age Groups**	**Gender**			**(%)**	**Total**	**(%)**
		Male	**(%)**	**Female**			
Age	Below 25	40	8.42	20	4.21	60	12.63
	26-35 Years	70	14.74	35	7.37	105	22.11
	36-45 Years	80	16.84	40	8.42	120	25.26
	46-55 Years	70	14.74	35	7.37	105	22.11
	Above 55 Years	60	12.63	25	5.26	85	17.89
Total		320	67.37	155	32.63	475	100.00
Education	10^{th}	15	3.16	5	1.05	20	4.21
	Inter	20	4.21	10	2.11	30	6.32

	Graduate	115	24.21	55	11.58	170	35.79
	Post Graduate	105	22.11	50	10.53	155	32.63
	Professional Courses	35	7.37	20	4.21	55	11.58
	Others	30	6.32	15	3.16	45	9.47
Total		320	67.37	155	32.63	475	100.00
Occupation	Govt. Employee	90	18.95	20	4.21	110	23.16
	Private Employee	120	25.26	40	8.42	160	33.68
	Professional	35	7.37	20	4.21	55	11.58
	Business	60	12.63	25	5.26	85	17.89
	Home Maker	0	0.00	50	10.53	50	10.53
	Student	15	3.16	0	0.00	15	3.16
Total		320	67.37	155	32.63	475	100.00
Marital Status	Single	35	7.37	20	4.21	55	11.58
	Married	285	60.00	120	25.26	405	85.26
	Divorced/Widowed	0	0.00	15	3.16	15	3.16
Total		320	67.37	155	32.63	475	100.00
Family Size	Single	4	0.84	1	0.21	5	1.05
	Two	75	15.79	40	8.42	115	24.21
	Three	118	24.84	67	14.11	185	38.95
	Four	78	16.42	37	7.79	115	24.21
	Five	10	2.11	5	1.05	15	3.16
	Above Five	35	7.37	5	1.05	40	8.42
Total		320	67.37	155	32.63	475	100.00
Income	Dependent	15	3.16	45	9.47	60	12.63
	Below ₹10,000	35	7.37	0	0.00	35	7.37
	₹10,001-₹25,000	35	7.37	40	8.42	75	15.79
	₹25,001-₹50,000	145	30.53	51	10.74	200	42.11
	₹50,001-₹1,00,000	74	15.58	15	3.16	85	17.89

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	Above ₹1,00,000	16	3.37	4	0.84	20	4.21
Total		320	67.37	155	32.63	475	100.00
Family Income	₹10,001-₹25,000	19	5.94	8	5.16	27	5.68
	₹ 25,001-₹50,000	32	10.00	3	1.94	35	7.37
	₹ 50,001-₹1,00,000	24	7.50	2	1.29	26	5.47
	Above ₹1,00,000	0	0	0	0	0	0
Total		75	23.44	13	8.39	88	18.53
Residence	Rural	15	3.16	5	1.05	20	4.21
	Urban	225	47.37	105	22.11	330	69.47
	Semi-Urban	80	16.84	45	9.47	125	26.32
Total		320	67.37	155	32.63	475	100.00

Table 2.1 shows that out of 475 respondents:

i) 320 (67.37 per cent) are male and 155 (32.63 per cent) are female.

ii) 60 (12.63 per cent: male 40 i.e. 8.42 per cent and 20 i.e. 4.21 per cent female) are in the age group below 25.105 (22.11 per cent: 70 male i.e. 14.74 per cent. 35 i.e. 7.37 per cent females) fall under the age group of 26-35.120 (25.26 per cent: 80 i.e 16.84 per cent males and 40 i.e. 8.42 per cent females) belong to the age group of 36.45.105 (22.11 per cent i.e. 70 i.e.14.74 per cent males and 35 i.e. 7.37 per cent females) are under the age group of 46-55. 85 (17.89 per cent i.e. 60 i.e. 12.63 per cent males and 25 i.e. 5.26 per cent females) represent the age group of above 55. 20 (4.21 per cent: 15 i.e. 3.16 per cent males and 5 i.e. 1.05 females) are not qualified beyond 10th class. 30 (6.32 per cent: 20 i.e. 4.21 per cent and 10 i.e. 2.11 per cent) are Inter-pass out.170 (35.79 per cent: 115 i.e. 24.21 per cent male and 55, i.e. 11.58 per cent female) are graduates. 155 (32.63 per cent: 105 i.e. 22.11 per cent are male and 50 i.e. 10.53 per cent female) are post-graduates.55 (11.58 per cent: 35 i.e. 7.37 per cent are male and 20, i.e. 4.21 per cent are female) possess professional qualifications. 45(9.47 per cent: 30 i.e. 6.32 per cent are male and 15, i.e. 3.16 per cent are female) have other qualifications such as diplomas, certificate courses, ITI etc.

iii) 110 (23.16 per cent: 90 i.e.18.95 are male and 20 i.e.4.21 per cent) are Govt. Jobholders.

160 (33.68 per cent: 120 i.e. 25.26 per cent are males and 40 i.e. 8.42 per cent are female) are privately employed. 55 (11.58 per cent: 35 i.e. 7.37 per cent are male and 20 i.e. 4.21 per cent are female) are practicing professionals like CA's, Doctors, Engineers, Lawyers etc. 85 (17.89 per cent: 60 i.e. 12.63 per cent are male and 25 i.e. 5.26 per cent are female) are have their own businesses. 50 (10.53 per cent) are home makers and 15 (3.16 per cent) are male students.

iv) 55 (11.58 per cent: 35 i.e. 7.37 per cent are male 20 i.e. 4.21 per cent are female) are single/un-married.405 (85.26 per cent: 285 i.e. 60.00 per cent are male and 120 i.e. 25.26 per cent are female) are married. 15 (3.16 per cent) females are Divorced/Widowed.

v) 5 (1.05 per cent: 4 i.e. 0.84 per cent are male and 1 i.e. 0.21 per cent are female) are singles without family. 115 (24.21 per cent: 75 i.e. 15.79 per cent are male and 40 i.e. 8.42 per cent are female) have the family size of 2. 185 (38.95 per cent: 118 i.e. 24.84 per cent are male and 67 i.e. 14.11 per cent are female) have the family size of 3.115 (24.21 per cent: 78 i.e. 16.42per cent are male and 37 i.e. 7.79 per cent are female) have the family size of 4.15 (3.16 per cent: 10 i.e. 2.11 per cent are male and 5 i.e. 1.05 per cent are female) are have the family size of 5.40(8.42 per cent: 35 i.e. 7.37 per cent are male and 5 i.e. 1.05 per cent are female) have the family size above 6 & above.

vi) 60 (12.63 per cent: 15 i.e. 3.16 per cent are male and 45 i.e. 9.47 per cent are female) are dependents and hence no income. 35(7.37 per cent) are males have the monthly income of Rs. 10,000 and below.75(15.79 per cent: 35 i.e. 7.37 per cent are male and 40 i.e. 8.42 per cent are female) fall under the monthly income group of Rs. 10,001-25,000.

Testing of Hypothesis on Consumer Demographics:

Table 2.2: Testing of hypothesis pertaining to Consumer Demographics

ANOVA						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Gender	Between Groups	.005	1	.005	.025	.875
	Within Groups	104.416	473	.221		
	Total	104.421	474			
Age	Between Groups	17.302	1	17.302	10.664	.001
	Within Groups	767.435	473	1.622		
	Total	784.737	474			
Education	Between Groups	45.365	1	45.365	34.870	.000
	Within Groups	615.372	473	1.301		
	Total	660.737	474			
Occupation	Between Groups	73.898	1	73.898	38.892	.000
	Within Groups	898.734	473	1.900		
	Total	972.632	474			
Marital Status	Between Groups	.080	1	.080	.571	.450
	Within Groups	66.551	473	.141		
	Total	66.632	474			
Family Size	Between Groups	.984	1	.984	.742	.390
	Within Groups	627.753	473	1.327		
	Total	628.737	474			
Income	Between Groups	187.994	1	187.994	137.267	.000

	Within Groups	647.796	473	1.370		
	Total	835.789	474			
Living Area	Between Groups	.357	1	.357	1.392	.239
	Within Groups	121.432	473	.257		
	Total	121.789	474			

H_1: Demographics (Age, Gender, Income, Education, Occupation, Family Income and Living Area) have a significant influence on the intentions of buying Patanjali organic products.

Table 2.2 shows:

i) The Gender of the respondents, where the p>0.05 (0.875) and F= .025 which means gender has no significant influence onthe intention to buy Patanjali products. Hence, the formulated hypothesis "Gender has a significant influence on the intentions of buying Patanjali organic products" is rejected.

ii) Age of the respondents, where the p<0.05 (0.001) and F = 10.664 implies that the age of the respondents has a significant influence on the intention to purchase Patanjali organic products. Therefore, the formulated hypothesis "Age has a significant influence on the intentions of buying Patanjali organic products" is accepted.

iii) Education levels of the respondents, where the values of p<0.05 (0.000) and F = 34.872 reflect that the consumers' education levels have significant influence on the buying intentions of Patanjali organic products. It is therefore clear that the formulated hypothesis "Education Levels have significant influence on the intentions of buying Patanjali organic products" is accepted.

iv) Occupations of the respondents, where the value of p<0.05 (0.000) and F = 38.892 clearly indicate that the occupations of the consumers' have significant influence on intentions of purchasing Patanjali organic products. As such, the formulated hypothesis "Occupations have significant influence on the intentions of buying Patanjali organic products" is accepted.

v) Marital Status of the respondents, where the value of p>0.05 (0.450) and F = 0.571can be visualized that the marital status of the consumers have no significant influence on buying interests of Patanjali products. It can therefore be affirmed that the formulated hypothesis "Marital Status have significant influence on the intentions of buying Patanjali organic products" is rejected.

vi) The Family size of the respondents, where the p>0.05 (0.390) and F = 0.742 ascertains that the consumers' family size does not influence the intentions of purchasing Patanjali organic products. Hence, it can be concluded that the formulated hypothesis "Family Size have significant influence on the intentions of buying Patanjali organic products" is rejected.

vii) The levels of income of the respondents, where the p<0.05 (0.000) and F = 137.267 visualizes that the consumers income level have no bearing on purchasing intentions of Patanjali organic products. It can be arrived-at that the formulated hypothesis "Income hasa significant influence on the intentions of buying Patanjali organic products" is accepted.

viii) The area of inhabitance of the respondents, where p>0.05 (0.239) and F = 1.392 substantiates that the living area of consumers does not matter in purchasing intentions of Patanjali organic products. So, it can be established that the formulated hypothesis "Living Placehas asignificant influence on the intentions of buying Patanjali organic products" is rejected

Findings based on Customer's Observations:

1. Out of 475 respondents 320 (67.37 per cent) are male and 155 (32.63 per cent) are female.
2. Majority of the respondents 330 (69.48 per cent) are in the age group of between 26-55 years.
3. The major chunk of the respondents consists of 170 (35.79 per cent) graduates and 155 (32.63 per cent) postgraduates.
4. The main occupations of the respondents comprise 160 (33.68 per cent) Government employees, 110 (23.16 per cent) private employees and 85 (17.89 per cent) business.
5. Majority of the respondents 405 (85.26 per cent) are married.
6. The family size of 415 (87.37 per cent) respondents is between 2 & 4.

Suggestions based on Customer Observations:

1. As the pollution levels in the air as well as water contamination high use of chemicals and fertilizers are on the rise, it is always advisable to consume foods with as less toxicity as possible in order to improve health, fitness and well-being.
2. All the consumers have suggested having a broad spectrum of understanding on organic / natural products, their functioning as to how they control human metabolism.
3. In the busy world the consumers need to find some time to go through the advantages of the Organic, Ayurvedic and Natural products, be it food, personal care, health care, home care products and try to choose their options according to their needs.

CONCLUSION

The elaborate data analysis and evaluation of both Patanjali's consumers and retailers and dealers perspectives has led to many findings, which gave an adequate scope for making appropriate, workable and implementable suggestions to the consumers, retailers and dealers, Patanjali and the Government. All the suggestions are oriented towards betterment in the fields of wellbeing of the people, business practices of retailers and dealers, Patanjali's business dealings & strategies and Government's policies, initiatives and support.

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