



## A STUDY ON BEHAVIOUR OF COLLEGE STUDENTS TOWARDS PATANJALI WITH SPECIAL REFERENCE TO BANGALORE CITY

Ramya.U

Assistant Professor, Garden City  
University, Bangalore

Pushpa.A

Assistant Professor, Garden City  
University, Bangalore

### ABSTRACT:

Consumers are very health conscious and prefer products which are chemical free and herbal in nature. Brand Patanjali has positioned as a Swadeshi and herbal brand among the consumers. Studies prove that most of the middle class income groups belonging to Gen X in India favor Patanjali products. The present study aims to investigate the behaviour of college students towards the brand Patanjali in the Bangalore city. The study investigates the association between USP, One brand, Pricing and consumer behaviour. 250 samples were collected from the five different colleges in Bangalore city through a structured questionnaire. The data was analysed using regression and correlation. The study shows that there is a significant impact of the dependent variables unique selling proposition, branding, pricing on independent variable consumer behaviour.

**Key words: Unique selling proposition, Branding, Pricing, Consumer Behaviour.**

### INTRODUCTION:

Consumers are the king in the industry and marketers are competing with each other to provide the best product to the consumers at low price with quality of products. Learning and providing best to the consumers are the goals to the marketers. This study investigates the consumer behaviour of young generation toward the Patanjali products. Patanjali started as a Pharmacy in the year 1997 by Yog Guru Baba Ramdev. Patanjali Ayurveda Limited was founded by Acharya Baba Ramdev and Acharya Balkrishna in the year 2006. The company entered into the FMCG sector with a bang of USP in herbal products and slowly it became the leading brand in the FMCG sector. Patanjali manufacturing units were established in Haridwar and outside India in Nepal. Patanjali has disrupted the FMCG sector market in India. Companies like Colgate have launched the herbal paste in the oral sector. Patanjali is giving tough competition to the leading companies such as Colgate, HUL, Dabur in the FMCG sector. The main strategy of Patanjali where it differentiated from its competitors is it provides herbal and Ayurveda products and they also provide free consultation at the Patanjali Chikitsalayas with certified doctors. The marketing strategy of Patanjali is very unconventional as there is no marketing investment done by the company; it relies on the mouth of advertising. Baba Ramdev have promoted the brand during his program on National television or during campaign. The strategy of the Patanjali cannot be followed by other companies. The study focused on the three marketing strategy USP, Pricing, One brand and the impact of consumer behaviour towards Patanjali products.

## **LITERATURE REVIEW:**

Reema Frank (2018) In the research paper researcher highlighted the perception of consumers towards the healthy and aurvedic and chemical free products. The study analyse the impact of consumer's perception and the satisfaction towards the Patanjali products. The study reveals that the gender has no impact on the purchase decision of the consumer to buy the products. The study suggest that the consumers want the quality of product for the low price and the sale can be raised through the marketing and creating brand equity among consumers. G Gurusanthosini (2017) in the research paper researcher emphasis on the consumer awareness towards the Patanjali products. The study suggests that the consumer were satisfied with the brand Patanjali and brand can be promoted through the more promotional campaign and free sample to be provided to the consumers. The study also suggests that availability of the product is big issue face by consumers which can be solved through the distribution channels. S Anupriya(2017) used Garrett's Ranking Technique considered factors pesticides, chemical free product to analyse the data. The results showed that the majority of the respondents were satisfied with the products due to the quality and chemical free products. The study reveals that the brand is well known to the consumers as herbal and pesticide free brand and low price and quality of product. G Ganesh (2015) in the research paper analyzed the impact of consumer perception towards the brand loyalty. The study shows the significance impact of brand loyalty over the brand equity. The study reveals that the knowing the name or the brand awareness will not increase the brand equity or make consumer to buy the products. The result shows that the brand awareness, brand loyalty, perceived quality and brand associations had a significant effect on brand equity. A,H.Hemanth Kumar S.Franklin John, S.Senith(2014) paper investigates the internal and external purchasing factor of cosmetic products. The study suggests there is an impact of income level on the consumer buying behaviour. The study suggests that the celebrity branding has the impact on the consumer purchase decision. Dr. M. Velumani(2014) research paper investigate the impact of consumer behaviour towards the nokia mobile. The study suggests that the consumer have high awareness and satisfaction about nokia mobile. The study also suggests that the nokia mobile need to concentrate on the marketing campaign to build the brand among the consumer to increase the purchase intention among the consumers.

## **OBJECTIVES OF THE STUDY**

- To understand the impact of USP on consumer behaviour
- To analyse the impact of brand Patanjali consumer behaviour towards
- To explore the different pricing strategy of Patanjali over consumer behaviour

## **HYPOTHESIS**

H1: USP has significant impact on consumer behaviour

H2: brand has significant impact on consumer behaviour

H3: pricing strategy has an influence on consumer behaviour

## **RESEARCH METHODOLOGY**

The present study is conducted to find out the consumer behaviour of the college going students in the Bangalore city. The primary data was collected through the questionnaire from both UG and PG students from the five different colleges in the

Bangalore city. The samples were taken from the 100 from each five colleges of sample size of 250. The questionnaire is divided into two parts and first part consists of demographic profile of students such as age, gender, qualification. The second part of the questionnaire consists of factors USP, Brand, Pricing and consumer behaviour. To measure the consumer behaviour towards the brand Patanjali 25 questions were asked with 5-point Likert scale, ranging from strongly disagree=1 to strongly agree=5, is used to measure each variable.

From the demographic profiles of the respondents it is found that majority of the respondents are female i.e., 65%. Most of the respondents i.e., 65% of the respondents are in the age group of 18 to 21 years, 38% of the respondents are UG students.

The reliability of the scale is assessed using Cronbach's Alpha. The overall Cronbach's alpha is .752 which is more than the standard value 0.7. The data was classified into four factors using factor analysis and was categorized as USP, Pricing, One brand and dependent factor Consumer behaviour.

**FINDINGS AND ANALYSIS**

The present study carried out Pearson correlation tests to investigate the correlation between the independent variable namely unique selling Proposition, Branding of Patanjali, Pricing Strategy of Patanjali and dependent variable Consumer behaviour. The results of the test are shown in the below table:

**Table: 1: Correlation of element of Unique Marketing strategies and consumer behaviour**

Variables	Coefficients(r)	Significance ( p)	Result
Unique selling Proposition	.562	.000**	Significant
Branding	.608	.000**	Significant
Pricing Strategy	.957	.000**	Significant

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

From the above table it is clear that all the three independent variables show a positive correlation with the dependent variable at .01 level of significance. The p values of all the three variables indicate significance influence on consumer behavior. Unique Selling Proposition showed a moderate positive correlation, where  $r(249) = .56, p < .01$ . Brand of the product shows a moderate positive correlation,  $r(249) = .60, p < .01$  and Pricing strategy shows a strong positive correlation,  $r(249) = .95, p < .01$ . Among the three variables Pricing strategy has the highest positive relationship with consumer with a coefficient score of .957(95.7%) followed by Branding with a score of .608(60.8%) and Unique selling Proposition with a score of .562(56.2%).

The present study also conducted multiple regression analysis to assess the efficacy of relationship between dependent and independent variables. Table:2 shows the sum-ups of multiple regression models with respect to Unique Marketing strategies with consumer behavior.

**Table 2: Model summary of the Unique Marketing strategies**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.958 <sup>a</sup>	.918	.917	.20280

a. Predictors: (Constant), Pricing Strategy of Patanjali, Unique Selling Proposition, Branding of Patanjali.

**Table 3: Fit of the Regression Model by ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113.868	3	37.956	922.891	.000 <sup>b</sup>
	Residual	10.117	246	.041		
	Total	123.985	249			

a. Dependent Variable: Consumer Behavior

b. Predictors: (Constant), Pricing Strategy of Patanjali, Unique Selling Proposition, Branding of Patanjali.

From the Model Summary, it is clear that  $R^2 = .92$  (by rounding). It means that the independent variables like Unique selling proposition, Branding of Patanjali and Pricing strategy of Patanjali will results in the 92% of the change in the Consumer Behavior.

The overall regression model was significant,  $F(3, 246) = 922.89, p < .001, R^2 = .92$

**Table 3: Coefficient of regression Model**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.260	.089		2.912	.004
	Unique Selling Proposition	-.081	.031	-.069	-2.626	.009
	Branding of Patanjali	.030	.031	.026	.972	.332
	Pricing Strategy of Patanjali	1.022	.026	.983	39.047	.000

a. Dependent Variable: Consumer Behavior

From the Coefficients table, we can see that the p value of Branding of Patanjali is .332 which is greater than 0.05. Thus, the Branding of Patanjali is not statistically significant for predicting the consumer behavior. It was also found that the standardized regression coefficient of unique selling proposition was -.069 which means that one-unit decrease in unique selling proposition will yield .69 increases in consumer behavior. Similarly, the beta value of pricing strategy of Patanjali was .983 which means that one-unit increase in pricing strategy will yield .983 increase in consumer behavior. Finally, we can conclude that the pricing strategy and unique selling proposition of Patanjali has more impact on the Consumer Behavior rather than branding of Patanjali.

## **CONCLUSION**

The studies investigate the behaviour of college students towards the Patanjali products in five colleges of Bangalore city. To analyse relation the study attempted to interpret the association of consumer behaviour and USP, Pricing, One brand. The main findings of the study were the impact of consumer behaviour towards brand Patanjali. Result proved that pricing strategy and unique selling proposition of Patanjali has more impact on the Consumer Behavior rather than branding of Patanjali. Branding of Patanjali is not statistically significant for predicting the consumer behavior. College students feel that Patanjali is a good brand which suits their budget also. Brand position it as the herbal brand which make the consumers to buy their products. The study reveals that the pricing and the USP of Patanjali will help the brand to target the college students to attract and retain them to buy their products.

## **References:**

Reema Frank (2018)., Consumer purchase behavior towards Patanjali Brand in Mangalore , SJOM, Vol 2(1).

G. Gurusanthosini & G. Gomathi, (2017), A study on consumer preference towards Patanjali products – with special reference to Erode city, International Journal of Current Research and Modern Education (IJCRME) Vol 2(1),

S Anupriya (2017), A study on consumer's preference and perception towards Patanjali product, International Journal of Multidisciplinary Research and Development, Vol 4 (2), pg 204-209.

Mr. G. Ganesh, (2015), Consumers' perception towards brand loyalty of FMCG products -an analysis, Asia Pacific Journal of Research Vol: I. Issue XXX.

A,H.Hemanth Kumar S.Franklin John, S.Senith (2014), A Study on factors influencing consumer buying behavior in cosmetic Product, International Journal of Scientific and Research Publications, Vol 4(9).

Dr. M. Velumani(2014) A Study on Consumer Buying Behaviour towards Nokia Mobile in Erode District, IOSR Journal of Business and Management (IOSR-JBM), Volume 16(12). pg 52-54.