



Customer preferences towards patanjali products: A study on consumers with reference to Warangal district

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Abstract

Indian consumer segment is broadly segregated into urban and rural markets, and is attracting marketers from across the world. Global corporations view India as one of the key markets from where future growth is likely to emerge. The growth in India's consumer market would be primarily driven by a favorable population composition and increasing disposable incomes. To purchase a product the customer will go through a process of buying behavior. This study is carried out to know why customers are preferring patanjali products. Patanjali ayurveda home-grown firm in businesses such as food, consumer packaged goods and healthcare. The company is expected to clock revenues of Rs.20,000 crore by fiscal year 2020(IIFL Institutional Equities report).this study also aims at identifying customers perception towards present and expected products from patanjali.

Keywords: consumer, prefer, factors, price, ayurvedic, herbal

1. Introduction

Patanjali Ayurved started in 2007 and has benefited from close association with well-known yoga guru Baba Ramdev. The company is different from a typical business and the stated philosophy is to plough back profits into the company or to be used for social causes. The idea is to be present in as many categories as possible in order to give consumers more choices, and profits are to be reinvested in innovation and capacity expansion so pricing can be made more competitive. The firm, in fact, has priced its product at a significant discount to others in a number of categories, which is helping drive sales. Patanjali is also said to be benefiting from a shift in consumer preferences towards herbal and ayurvedic products which are considered to be closer to nature. It has also positioned itself as a swadeshi brand, which has an appeal among a category of consumers.

2. Objectives of the study are

1. To know why consumer prefer patanjali products
2. To examine purchasing behavior of the consumer gender wise and age wise
3. To know why customers are attached with patanjali products
4. To know the source of consumer preference
5. To know the products customers are expecting from patanjali
6. To understand why products are not repeatedly purchased by consumer.

3. Research methodology

Both primary and secondary data were collected for research survey and the primary instrument for data collection used in this study was a questionnaire. Primary data was collected from 60

Respondents from the cities of Hanamkonda, Warangal and kazipet of newly formed Telangana state, India. The sampling

method used in the study was random sampling. Data thus collected was processed, analyzed and interpreted to draw the valid inferences. For analyzing the data and providing the realities of the research outcomes suitable statistical techniques were employed.

4. Data Analysis

The collected data was analyzed by using simple statistical techniques the table 1 refers to age where patanjali products are being preferred by the age group of 36-45 followed by the age group 15-25.

Table 1

| Age in intervals | No of respondents |
|------------------|----------------------|
| 15-25 | 17 |
| 26-35 | 13 |
| 36-45 | 18 |
| 46-55 | 08 |
| 56-65 | 04 |
| | 60 total respondents |

(Source questionnaire)

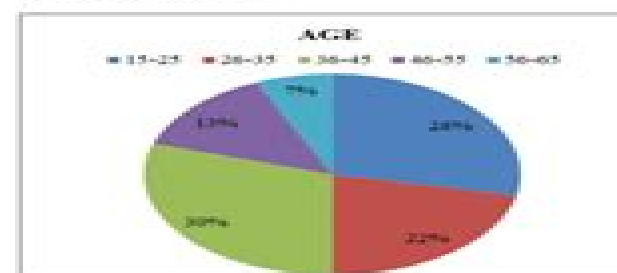


Fig 1

Customer Preferences Towards Patanjali Products A Study

**Biswadip Basu Mallik, Gunjan
Mukherjee, Rahul Kar, Aryan Chaudhary**



Customer Preferences Towards Patanjali Products A Study :

Herbal Medicines and Nutritional Supplements for Health Benefits Megh R. Goyal, Anamika Chauhan, 2025-10-14 The immense benefits of herbal medicines are rapidly being discovered today through modern research as globalization has made more and more herbs available worldwide Research on biomolecular effects of herbs and their antioxidant activity has gained great momentum due to the apparent links between oxidative stress ageing and disease This new book is a consolidation of the latest cutting edge research on herbal medicines and their benefits challenges and potential as well as consumption patterns and business and marketing opportunities The book takes a look at the challenges and attitudes of consumers and administrators toward herbal supplements and also covers marketing and supply chain issues and outlines the economic and business opportunities for herbal supplements in various locales and nations The volume goes on to explore interactions dosing and analysis providing information on clinical trials for nutritional and herbal supplements as well as risks toxicity and safety concerns with regard to herbal medicines Food safety standards and regulations for herbal supplements are also addressed The final section emphasizes using herbal supplements for a range of health conditions such as how the immune boosting qualities of herbal supplements can be used to treat conditions such as low libido boils fever diabetes blood pressure osteoporosis herpes insomnia Alzheimer s disease and more

Sustainable Digital Technology and Ethics in an Ever-Changing Environment Muneer Al Mubarak, 2025-08-02 Digital technology contributes to sustainability as it positively impacts society and environment improves efficiency and minimizes waste It is best functioned when ethics in technology and privacy are fully considered Digital ethics deals with the impact of digital information on societies and the environment Issues that are of concern include privacy information overload Internet addiction and robotics Digital ethics pays special attention to developing rules and moral guidelines that individuals and companies should follow when interacting with technology Digital ethics gives guidelines on what is the right thing to do and wrong thing to avoid No doubt that the emergence of digital technologies such as IoT and AI can improve people s life and organizations efficiency but should be appropriately governed Today s society places a growing emphasis on sustainability and digital technologies as they are essential to attaining sustainable development Digital technologies can be used to lessen negative environmental impact conserve resources and create communities that are more resilient Digital technologies can help to promote sustainability through the utilization of renewable energy sources Sustainable environmental practices can benefit from the transition to digital technology revolution Sustainability solutions are developed and put into practice using a variety of technologies including AI big data analytics IoT social media as well as mobile technology To discover infections that occur in the river systems for instance smart water management systems an AI based technology is being utilized Data obtained from such technologies may be used to analyze the problem of water contamination and create and execute remedies Additionally through lowering waste and carbon emissions AI IoT and Big Data analytics technologies improve the sustainability of

corporate activities Technology is an essential aspect of modern life and it has transformed the way people communicate work and interact with each other drastically over the last few decades While technology has brought many benefits it has also created ethical challenges Technology ethics is a field of study that seeks to understand and address the ethical challenges posed by the advancement and development of technology **Data-Driven Intelligent Business**

Sustainability Singh, Sonia,Rajest, S. Suman,Hadoussa, Slim,Obaid, Ahmed J.,Regin, R.,2023-12-05 Data driven decision making is crucial for ensuring the long term sustainability of businesses and economic growth While rapid technological advancements have enabled the collection and analysis of data on an unprecedented scale businesses face challenges in adopting evidence based decision making Data Driven Intelligent Business Sustainability is a comprehensive guide that examines the challenges and opportunities presented by data driven decision making It covers new technologies like blockchain IoT and AI explores their potential for sustainable business success and provides guidance on managing cybersecurity threats The book also includes case studies and examples of successful implementations of data driven decision making making it a practical resource for those seeking to upskill or reskill in this field Targeted at computer science and engineering professionals researchers and students the book provides valuable insights into the role of data driven decision making in business sustainability helping businesses achieve long term success *Intellectual Property Branding in the*

Developing World Tshimanga Kongolo,2019-05-13 Intellectual Property Branding in the Developing World identifies success stories in the areas of intellectual property IP and branding for non technological innovation in the developing world The author examines the relationship between IP branding and innovation to demonstrate that innovation in general and non technological innovation in particular must go hand in hand with branding Branding of non technological innovations should be a good strategic tool to be used by countries in the developing world mainly in the areas where they have competitive advantages This book will assist scholars and academics dealing with innovation branding and IP issues providing context and guidance to policymakers from the developing world It is also relevant to researchers and students in the fields of intellectual property law commercial law international law management and innovation Educart CBSE Question Bank

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Ethnopharmacology and Nutraceuticals Management Association, Information Resources, 2021-08-27 For hundreds of years indigenous populations have developed drugs based on medicinal plants Many practitioners especially advocates of traditional medicine continue to support the use of plants and functional foods as methods by which many ailments can be treated With relevance around the world as a complementary and alternative medicine advancements for the use of both ethnopharmacology and nutraceuticals in disease must continually be explored especially as society works to combat chronic illnesses increasingly resilient infectious diseases and pain management controversies The Research Anthology on Recent Advancements in Ethnopharmacology and Nutraceuticals discusses the advancements made in herbal medicines and functional foods that can be used as alternative medical treatments for a variety of illness and chronic diseases The anthology will further explain the benefits that they provide as well as the possible harm they may do without proper research on the subject Covering topics such as food additives dietary supplements and physiological benefits this text is an important resource for dieticians pharmacists doctors nurses medical professionals medical students hospital administrators researchers and academicians

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relentless surge in data driven decision making based on innovative technologies such as blockchain IoT and AI has created a digital frontier filled with complexity Maintaining a healthy firm that can continually provide innovative products and services to the public while fueling economic growth has become a formidable puzzle Moreover this digital transformation has ushered in new risks from pervasive cybersecurity threats to the ethical challenges surrounding artificial intelligence In this evolving landscape academic scholars face the pressing challenge of deciphering the path to long term organizational prosperity in an era dominated by data Data Driven Decision Making for Long Term Business Success serves as guidance and insights amidst this academic challenge It is the definitive solution for scholars seeking to uncover the complexities of data driven decision making and its profound impact on organizational success Each meticulously curated chapter delves into a specific facet of this transformative journey from the implications of modern technologies and pricing optimization to the ethics underpinning data driven strategies and the metaverse s influence on decision making

ISC Business Studies for Class XI (A.Y. 2023-24)Onward Dr. C.B. Gupta,2023-05-20 The council for the Indian School Certificate Examination New Delhi has thoroughly revised the syllabus of Business Studies for ISC Class XI The new syllabus is in line with the changing business environment in India characterised by start up entrepreneurship digitalisation cashless payment mechanism online business etc Both the students and the teachers feel an acute need for a high quality textbook as per the new syllabus This book is designed and written to meet this need According to the council for the Indian School Certificate Examinations the aims of teaching Business Studies at the XI standard are as follows 1 To enable candidates to understand the modern business environment and to create awareness about various entrepreneurial opportunities 2 To awaken a spirit of enterprise amongst candidates 3 To provide an insight into the recent trends in business 4 To acquaint candidates with the various aspects of Human Resource Management 5 To provide knowledge and understanding of communication in modern business 6 To identify the various sources of business finance and the role of regulators and intermediaries I am sure the book would fulfill all these aims The book fully meets the requirements of the new syllabus Some of the unique features of the book are given below Simple and easy to understand language Chapter outline to give a bird s eye view of the topics described in every chapter Liberal use of diagrams and tables to illustrate the text Examples from Indian Companies Summary at the end of each chapter for quick revision before the date of examination Short Answer Type and Long Answer Type Questions Question Bank at the end of each chapter Sample Papers for self test

Machine Learning for Decision Makers Patanjali Kashyap,2018-01-04 Take a deep dive into the concepts of machine learning as they apply to contemporary business and management You will learn how machine learning techniques are used to solve fundamental and complex problems in society and industry Machine Learning for Decision Makers serves as an excellent resource for establishing the relationship of machine learning with IoT big data and cognitive and cloud computing to give you an overview of how these modern areas of computing relate to each other This book introduces a collection of the most important concepts of machine learning and sets

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One Shot Question Bank 2024-25 (Updated for 2025 Exam) Educart, 2024-07-11 **Green Consumerism: Perspectives, Sustainability, and Behavior** Ruchika Singh Malyan, Punita Duhan, 2018-10-26 This new volume Green Consumerism The Behavior of New Age Consumer provides a holistic understanding the importance of promoting green products and discusses consumers buying intentions and decisions The chapters consider consumer behavior theory in the context of green or ecologically friendly products from both the academic and business perspectives The chapters present the latest empirical and analytical research in the field of green marketing and provide an abundance of information about profitable and sustainable ways and strategies to deal with environmental problems The volume considers how consumers are taking responsibility and becoming more aware driving change in the marketplace In response companies are integrating appropriate green strategies into their operational activities product development processes and marketing activities to achieve a competitive advantage in saturated markets This helps companies gain market share and minimize their production costs Topics discussed in the volume include green pricing green consumer behavior various dimensions of consumer purchase intention sustainable marketing innovation techniques used to go green eco awareness and other ongoing developments in this rapidly expanding area Key features Discusses research on the latest trends in the field of green marketing green practices green products eco literacy environment awareness protection management etc Provides insight about current consumer behavior consumers eco literacy levels and their desires to go green Covers a multitude of topics including green pricing green consumer behavior sustainable marketing innovation techniques used to go green eco awareness and more **PARADIGM SHIFT: MULTIDISCIPLINARY RESEARCH FOR A CHANGING WORLD,**

VOLUME-2 Dr. Sagarika Dash, Dr. Mainak Chakraborty, Dr. Yogesh Vaishnaw, Pooja Ogale, Dr. Lourdu Vesna J, Dr. Farhat ul Ain Sonia, Dr. Vishal Sharma, Mr. Avinash Kumar Pandey, 2024-08-31 **Deep Learning Concepts in Operations Research** Biswadip Basu Mallik, Gunjan Mukherjee, Rahul Kar, Aryan Chaudhary, 2024-08-30 The model based approach for carrying out classification and identification of tasks has led to the pervading progress of the machine learning paradigm in diversified

fields of technology Deep Learning Concepts in Operations Research looks at the concepts that are the foundation of this model based approach Apart from the classification process the machine learning ML model has become effective enough to predict future trends of any sort of phenomena Such fields as object classification speech recognition and face detection have sought extensive application of artificial intelligence AI and ML as well Among a variety of topics the book examines An overview of applications and computing devices Deep learning impacts in the field of AI Deep learning as state of the art approach to AI Exploring deep learning architecture for cutting edge AI solutions Operations research is the branch of mathematics for performing many operational tasks in other allied domains and the book explains how the implementation of automated strategies in optimization and parameter selection can be carried out by AI and ML Operations research has many beneficial aspects for decision making Discussing how a proper decision depends on several factors the book examines how AI and ML can be used to model equations and define constraints to solve problems and discover proper and valid solutions more easily It also looks at how automation plays a significant role in minimizing human labor and thereby minimizes overall time and cost

Handbook of Research on Applied Social Psychology in Multiculturalism Christiansen, Bryan, Chandan, Harish C., 2021-06-18 Social psychology is the scientific study of how the thoughts feelings and behaviors of individuals are influenced by the actual imagined and implied presence of others In this definition scientific refers to the empirical investigation using the scientific method while the terms thoughts feelings and behaviors refer to the psychological variables that can be measured in humans Moreover the notion that the presence of others may be imagined or implied suggests that humans are malleable to social influences even when alone such as when watching videos or quietly appreciating art In such situations people can be influenced to follow internalized cultural norms Social psychology deals with social influence social perception and social interaction The research in this field deals with what shapes our attitudes and how we develop prejudice The Handbook of Research on Applied Social Psychology in Multiculturalism explores social psychology within the context of multiculturalism and the way society deals with cultural diversity at national and community levels It will cover major topics of social psychology such as group behavior social perception leadership non verbal behavior conformity aggression and prejudice This book will deal with social psychology with a direct focus on how different cultures can coexist peacefully by preserving respecting and even encouraging cultural diversity along with a focus on the psychology that is hindering these efforts This book is essential for researchers in social psychology and the social sciences activists psychologists practitioners researchers academicians and students interested in how social psychology interacts with multiculturalism

From Leaf to Lab Prof. (Dr.) Ashish Jorasia, Dr. Priti Sharma, Dr. Gaurav Kumar Sharma, 2025-06-23 It gives us immense pleasure to present the edited volume titled *From Leaf to Lab* Contemporary Indian Indigenous Knowledge This book is a collective scholarly endeavor that brings together critical perspectives field based insights and contemporary interpretations of Indian Indigenous Knowledge Systems IKS Rooted in centuries old traditions these knowledge systems

have not only shaped India's cultural and scientific foundations but continue to offer sustainable locally grounded solutions to modern challenges

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Emerging Trends in Global Management and Information Technology Dr. Ketaki Sheth, Dr. Rupal N. Patel, Dr. Sanjay K. Radadiya, 2019-11-20 This book is a compendium of papers presented in the International Conference on Emerging Global Economic Situation Impact on Trade and Agribusiness in India The book covers thirty four papers covering the emerging trends in global management and information technology This book will be very useful for all those are interested in issues related to global management and information technology

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