



STUDY ON CONSUMER PERCEPTION TOWARD PATANJALI PRODUCTS IN KASGANJ DISTRICT OF UTTAR PRADESH

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<https://doie.org/10.0522/AE.2024785050>

ABSTRACT

This research paper examines consumer perceptions towards Patanjali products in the Kasganj district of Uttar Pradesh, with a focus on socio-economic factors influencing brand preference. A total of 110 respondents were surveyed, revealing that age and literacy significantly shape consumer choices. The study found that 28% of the participants aged 40-50 and 27.33% aged 30-40 predominantly drive market preferences. Patanjali leads with a market share of 18%, followed closely by ITC and HUL at 14% each. Personal experience and product quality emerged as the most influential factors, cited by 30.66% and 24.66% of respondents respectively. Additionally, 46% of consumers hold a neutral view of Patanjali products, while 30% view the brand favourably. These findings highlight the critical role of consumer experience and perceived quality in shaping brand loyalty and market share, offering strategic insights for FMCG companies operating in diverse socio-economic landscapes.

Keywords: *Examine, Reveal, Literacy, Brand, Landscape*

INTRODUCTION

The exploration of consumer behaviour towards brands is crucial in understanding market segmentation and brand strategy. The influence of brands such as Patanjali, ITC, and HUL on consumer preferences is well-documented, with various factors such as personal experience, quality, and price sensitivity consistently influencing consumer decision-making (Kotler & Keller, 2016). Personal experience, in particular, plays a significant role in fostering consumer trust and loyalty (Chernev, 2020), which aligns with our findings were

personal experience emerged as a pivotal factor in the preference for Patanjali products. Price sensitivity and its impact on consumer choices in economically diverse demographics have been explored extensively. The elasticity of demand relative to price changes dictates significant shifts in consumer purchasing patterns (Monroe, 2003). Quality perception also critically bridges consumer expectations and satisfaction (Zeithaml, 1988), as seen in our observations of consumer perceptions towards brands like HUL and ITC.

Though less emphasized in our findings, the role of packaging in enhancing brand perception is significant, especially among higher income demographics (*Underwood, 2003*). Market share analyses, such as those by *Hooley et al. (2012)*, provide a contextual backdrop for our comparative analysis of brand performance, emphasizing the fiercely competitive nature of FMCG markets.

Socio-economic factors, including age, literacy, and family size, also profoundly impact consumer behavior (*Solomon, 2014*), reinforcing the demographic insights provided by our study. These factors are instrumental in understanding the nuanced influences on consumer brand choices (*Keller, 2013*).

This paper seeks to enrich these discussions by offering new empirical data from a survey of 110 consumers, assessing how these diverse factors influence brand consideration and market share, with a focus on Indian FMCG companies. By integrating and expanding upon existing literature, our research adds depth to the strategic understanding necessary for FMCG companies in India to optimize their market strategies and consumer outreach.

RESEARCH METHODOLOGY

Sampling design

Selection of District: For our study, Kasganj was purposively selected from among the 75 districts of Uttar Pradesh. The choice was motivated by the district's varied socio-economic conditions and agricultural practices, which are crucial for a holistic analysis.

Selection of Blocks and Villages: Within Kasganj district, the Kasganj block was

chosen for its accessibility and relevance to the study objectives. Subsequently, six villages - Hafizabad, Biharipur, Umarpur, Mirzapur, Sherkot, and Shahpur - were randomly selected. This selection strategy was designed to ensure that the sample reflects the diversity of the block's agricultural activities and socio-economic environments.

Selection of Respondents and Survey Stages:

A comprehensive list of potential respondents was compiled, from which 10% were randomly chosen. This approach facilitates the inclusion of a diverse range of perspectives within the study. The survey was structured in several stages:

1. **Planning and Mapping:** Initial planning included the development of a survey plan and preparation of maps to identify the locations of retailers and distributors.
2. **Contacting Participants:** Retailers were contacted, and villages were allocated for consumer surveys.
3. **Field Survey:** The field survey involved visiting the six selected villages and conducting surveys with a total of 150 consumers using questionnaires and interviews.

Respondent Categories Based on Annual Income were defined as follows to understand economic diversity:

- Poor: Up to ₹1 Lakh
- Low Income: ₹1-2 Lakhs
- Middle Income: ₹2-4 Lakhs
- Upper Middle Income: ₹4-10 Lakhs
- High Income: Over ₹10 Lakhs

This methodological framework ensures a systematic collection of data, allowing for an in-depth analysis of the market dynamics and consumer behaviour in Kasganj.

RESULTS AND DISCUSSION

Table 1 Socio-economic profile of respondents N=110

Category	Age/Literacy/Size	Income Categories					Overall	Percentage
		Poor	Low	Middle	Upper Middle	High		
Age (in years)	Less than 30	3	8	5	4	8	28	18.66%
	30-40	6	7	8	9	11	41	27.33%
	40-50	8	4	17	8	5	42	28%
	Above 50	7	8	11	4	9	39	26%
Literacy Level	Illiterate	5	12	15	10	10	52	34.66%
	School level	8	5	15	10	15	53	35.33%
	College level	6	5	8	5	9	33	22%
	Professional/others	5	5	3	0	4	12	8%
Family Size	Less than 4	5	5	6	5	5	26	17.33%
	4 to 6	6	6	6	5	4	27	18%
	6 to 8	8	8	10	12	13	51	34%
	8 and above	5	8	19	3	11	46	30.66%

Table 1, provides a socio-economic profile of 110 respondents categorized by age, literacy level, family size, and income categories. The income categories range from poor to high. The majority of respondents fall into the age groups of 40-50 and 30-40 years, representing 28% and 27.33% of the sample, respectively. In terms of literacy, most respondents have a school-level education (35.33%), followed closely by those who are illiterate (34.66%). Only a small fraction (8%) has professional or other forms of higher education. When analyzing family size, the data indicates that larger families (6 to 8 members) are more prevalent, accounting for 34% of the sample, followed by families of more than 8 members, making up 30.66% of the total. This distribution highlights a demographic inclined towards middle-age groups, basic to moderate education levels, and moderately large family sizes.

Table 2 Brand Consideration by Consumers N=110

Company name	Size of Respondents					No. of respondents	Percentage
	Poor	Low	Middle	Upper Middle	High		
Patanjali	5	5	8	5	7	30	20
ITC	4	4	7	4	5	24	16
HUL	4	4	6	4	4	22	14.66
Nestle	3	4	5	3	5	20	13.33
Parle	3	3	5	3	4	18	12
Dabur	3	3	5	3	3	17	11.33
Britannia	3	3	5	3	5	19	12.66
Total	24	27	41	25	33	150	100

Table 2, illustrates the brand consideration by 110 consumers, segmented by income levels from poor to high and shown across seven major companies. Patanjali leads the consideration with 30 respondents (20% of the total), suggesting a strong preference among the sampled demographic. This is followed by ITC and Hindustan Unilever Limited (HUL), with 24 (16%) and 22 (14.66%) respondents respectively showing preference for these brands. Nestle and Britannia also hold significant portions of consumer preference at 13.33% and 12.66%, respectively. Parle and Dabur show the least preference, capturing the attention of 12% and 11.33% of respondents, respectively. The data aggregates to 150 instances of brand consideration across all income categories, reflecting diverse consumer preferences towards these major brands within the study's demographic framework.

Table 3 Aspects led to the choice of Patanjali products N=110

Aspects	Size of Respondents					No. of respondents	Percentage
	Poor	Low	Middle	Upper Middle	High		
Personal experience	7	8	13	8	10	46	30.66
Price	4	4	6	4	5	23	15.33
Quality	6	7	0	6	8	37	24.66
Packaging	2	2	3	2	3	12	8
Total	24	27	41	25	33	150	100

Table 3, provides insight into why 110 consumers chose Patanjali products, broken down into four aspects: personal experience, price, quality, and packaging, across varying income levels from poor to high. Personal experience is the leading factor, with 46 respondents (30.66% of the total) citing it as their reason for choosing Patanjali, indicating a strong reliance on direct user experience in product selection. Quality is also a significant consideration, influencing 24.66% of the respondents. Price, while important, is less influential, cited by 15.33% of the respondents. Packaging has the least impact, noted by only 8% of the participants. The distribution of these aspects shows that personal experience and product quality are the primary drivers for consumer preference towards Patanjali products within the surveyed group.

Table 4 Perceptions of Consumers Patanjali products N=110

Factors	Size of Respondents					No. of respondents	Percentage
	Poor	Low	Middle	Upper Middle	High		
Unfavourably	6	6	10	6	8	36	24
Neutral	11	12	19	12	15	69	46
Favourably	7	8	12	8	10	45	30
Total	24	27	41	25	33	150	100

Table 4, details the perceptions of 110 consumers towards Patanjali products, categorized by income levels ranging from poor to high. The responses are segmented into three categories: unfavorably, neutral, and favorably. The majority of consumers, 69 respondents (46%), have a neutral perception of Patanjali products, indicating neither a particularly positive nor negative view. A significant portion, 45 respondents (30%), views the brand favorably, suggesting a strong positive sentiment among nearly a third of the sample. Those who perceive Patanjali unfavorably number 36, accounting for 24% of the respondents. This spread of opinions highlights a mixed but generally positive or indifferent consumer attitude towards Patanjali products across different income groups.

Table 5 Market share of various companies. N=110

Company name	Size of Respondents					Total no. of sales	Percentage
	Poor	Low	Middle	Upper Middle	High		
Patanjali	4	5	7	4	7	27	18
ITC	3	4	6	4	4	21	14
Parle	3	3	5	3	3	17	11
HUL	3	4	6	4	4	21	14
Nestle	2	3	4	2	4	15	10
Britannia	2	2	3	2	3	12	8
Dabur	3	3	5	3	4	18	12
Godrej	3	4	5	3	4	20	13
Total	24	27	41	25	33	150	100

Table 5, showcases the market share of various companies based on the preferences of 110 respondents, segmented by income categories ranging from poor to high. Patanjali leads with a market share of 18%, followed by ITC and HUL each capturing 14% of the total preferences. Parle and Dabur hold 11% and 12% respectively, while Godrej secures 13%. Britannia and Nestle have the lowest shares at 8% and 10% respectively. The total number of sales reflects the overall preferences of the respondents, with Patanjali appearing as the most preferred brand among the diverse income groups surveyed. This distribution underscores varying consumer choices and brand dominance in different income segments.

CONCLUSION

This study has thoroughly investigated consumer perceptions towards Patanjali products in the Kasganj district of Uttar Pradesh, revealing intricate details about the socio-economic profiles, brand considerations, driving factors for product

choice, and overall market share among various competing companies. The majority of our 110 respondents are in the middle-age bracket, with a significant portion having only school-level education, reflecting a demographic that is both experienced and practical in their purchasing decisions.

Patanjali emerges as a preferred brand, leading with a market share of 18% against other major players like ITC and HUL. This preference is largely driven by personal experiences and perceived quality of the products, underscoring the brand's ability to meet consumer expectations across diverse income levels.

Interestingly, while price and packaging are considered less influential, they still play a role in consumer choice, indicating a nuanced approach to buying decisions where multiple factors are weighed. The perception analysis further highlights a generally favourable or neutral attitude towards Patanjali, suggesting a solid brand reputation that resonates with the majority of consumers. This study not only contributes to our understanding of brand dynamics in the FMCG sector but also provides valuable insights for companies looking to strengthen their market presence in regional settings, demonstrating the importance of aligning product attributes with consumer expectations to foster brand loyalty and growth.

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