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Study on Customer Perception and Buying Behavior of Patanjali Products (Aloe Vera Juice & Amla Murabba) in Varanasi District, Uttar Pradesh

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ABSTRACT

This study explores customer perception and buying behavior toward Patanjali's Aloe Vera Juice and Amla Murabba in Varanasi District, Uttar Pradesh. Using a descriptive research design, primary data was collected from 150 randomly selected consumers through a structured questionnaire. Analytical tools such as Chi-square test, Garrett Ranking, and Likert scale were employed. Results revealed that 30.66% of respondents chose Patanjali based on personal experience, while 24.66% prioritized quality. Patanjali held an 18% market share among the surveyed companies. Although consumer perception was largely neutral (46%), favorable impressions stood at 30%. Key challenges included lack of availability, product awareness, and poor communication. The study recommends expanding distribution, improving awareness, and strengthening promotional strategies.

Keywords: Patanjali, customer behavior, Aloe Vera Juice, Amla Murabba, Varanasi, FMCG, marketing, herbal products

INTRODUCTION

In recent years, the Indian Fast-Moving Consumer Goods (FMCG) sector has witnessed a growing shift toward herbal and ayurvedic products. Patanjali Ayurved Ltd., co-founded by Baba Ramdev and Acharya Balkrishna in 2006, has emerged as a significant player in the herbal FMCG space. Varanasi, a culturally rich and densely populated district, provides a fertile ground to assess consumer preferences toward herbal products. The core focus of this research is to understand customer perceptions and the decision-making process behind purchasing Patanjali's Aloevera Juice and Amla Murabba. These two products are highly favored for their perceived health benefits and affordability, reflecting a broader national trend toward ayurvedic solutions.

RESEARCH METHODOLOGY

Study Area: Varanasi District, Uttar Pradesh

Sample Size: 150 respondents

Sampling Method: Multistage random sampling across six villages (Barahi Newada, Chilbila, Kuar, Raipur, Siswa, Pura Raghunathpur) in Baragaon block

Data Collection: Structured questionnaire and personal interviews

Analytical Tools Used:

1. **Descriptive Statistics** – Mean percentages
2. **Chi-Square Test** – Relationship between categorical variables
3. **Likert Scale** – For measuring attitudes and satisfaction
4. **Garrett Ranking Technique** – To rank marketing constraints

RESULTS AND DISCUSSION

1. Socio-Economic Profile of Respondents

- Age: Majority (28%) were in the 40–50 age group
- Literacy: 35.33% had school-level education; 34.66% were illiterate
- Family Size: 34% had families of 6–8 members
- Occupation: Mixed—farmers, professionals, homemakers, students

2. Brand Preference

- Out of all brands evaluated, Patanjali emerged as the most preferred (20%), followed by ITC (16%) and HUL (14.66%).

Table: Brand Preference among Customers

Brand	Preference (%)
Patanjali	20
ITC	16
HUL	14.66
Nestle	13.33
Britannia	12.66
Parle	12
Dabur	11.33

3. Aspects Influencing Purchase

Personal Experience	30.66%
Quality	24.66%
Price	15.33%
Packaging	8%

4. Customer Perception

Neutral	46%
Favorable	30%
Unfavorable	24%

5. Market Share Analysis

- Patanjali held an 18% market share in the selected FMCG product category, making it the leading brand among respondents.

Table: Market Share of Selected FMCG Brands

Brand	Market Share (%)
Patanjali	18
ITC	14
HUL	14
Dabur	12
Godrej	13

6. Marketing Channels

- Channel I (Company → Wholesaler → Retailer → Consumer): Most prevalent
- Channel II (Company → Wholesaler → Consumer): Observed among bulk buyers

7. Constraints in Marketing (Garrett Ranking)

Constraint	Rank
Lack of Patanjali stores	1
Unawareness of product range	2
Limited product availability	3
Weak distribution	4
Inadequate communication strategy	5
Competition confusion	6

CONCLUSION

The study concludes that customer preference for Patanjali products in Varanasi is shaped primarily by personal experience and quality. Despite holding a leading market position, Patanjali faces challenges in awareness, product distribution, and marketing communication. Strengthening these areas will enhance consumer loyalty and drive greater market penetration.

RECOMMENDATIONS

- Increase retail presence through more Patanjali outlets in rural and urban areas.
- Enhance awareness through targeted marketing and educational programs.
- Improve product availability and supply chain responsiveness.
- Establish more Patanjali Chikitsalayas for therapeutic engagement.
- Train retailers and staff to communicate product benefits effectively.

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