

## Consumer Switching Behavior from FMCG to Patanjali

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**Abstract:** Now-a-days people are very health conscious and they are using many Ayurveda products in day-to-day life. Herbal and Ayurveda products are becoming popular due to Health tourism also. The World Health Organisation (WHO) estimates 80 percent of the world population is using herbal products. Patanjali offers many Ayurveda products which includes health care items, personal care items, medicines, etc. Patanjali products are popular in Indian as well as foreign market. As per the reports of Broadcast Audience Research Council (BARC 2017), Patanjali Ayurveda products are India's Biggest Fast Moving Consumer Goods (FMCG) advertiser. This study is an attempt to identify the level of preference towards Patanjali Products which helps to reveal its brand identity.

**Keywords:** consumer switching behaviour and their determinants, FMCG products and patanjali ayurveda products

### I Introduction

Arise, Awake, Obtaining Worthy, Awake!

Patanjali Ayurveda now is in news because of the fastest consumer's goods growing company fmcg in India. Last fiscal year of 2017 the main contribution in India GDP of fmcg industry and the patanjali both are play important role and India is a "youth generation" country Most of Indian people buy in regular routine life and interval time.

The fast moving consumer goods always attracting to the Indians. The patanjali Ayurveda registered in the company act 1956 The Company was originally formed as a private limited companion 13th January, 2006 and consequently converted into public limited company on 25th June, 2007.this study focus on the marketing strategy and consumers switching behave changed to the fmcg products to patanjali And this study looks at the over all marketing mix of 4ps like product, price and place promotion. Fmcg sector is very strongly established in India but so far now a days patanjali beat to the many products of fmcg like cosmetic, health care, household needs, food and beverage etc.

**for an instance** food: aata noodles (after the controversy of meegi) the aata noodles worth 5th largest noodles sector in the world. (assume that) patanjali ghee and honey chayavan-parsah and skin and beauty products patanjali saundraya face wash,

coconut hair wash kesh kanti natural shampoo cream and cleansers, aloe Vera jel and health care amla candy, aloe Vera juice, amla juice, etc.

These are the products which is full feel to the three level satisfaction level of the consumers. Middle level consumer easily buy this product with the reasonable price. And the most of the profit divided to the foreign country because of the most of product of FMCG like HUL, P&G, DABUR, COLGATE, PALMOLIVE, COCO-COLA, PEPCISO etc.

Baba Ramdev most vision of the swadeshi "which is Indian people show our interest and buy swadeshi brand "so that because of India currency is strong and as well as Indian GDP growing. consumer is the king in the market and consumer effect the market with their activities and abilities to coordinates their choice of spending and saving in the purchase decision.so its very required to the markets challenge to understand the consumers need and wants. because is full depends on the purchase concept and principle. Patanjali Ayurveda ltd. is combating the foreign big firm in all most of this sector.

as discuss that why the consumers switching their interest from fmcg to patanjali.

**consumer behaviour:** -consumer, consume the things of daily basis and also buy things to their needs and wants, per fences. consumer behaviour has additional environment factor such as ads etc.

"consumer behaviour is defined as the process of decision making and physical activity involved in acquiring, evaluating, using, and disposing of goods and services to satisfy needs and want.

**1. social factor:** - social factor is determined by the social class to which they belong. the social class is relatively a permanent and ordered division in a society whose member share similar value, interest and behaviour. there are three level of the society. They are upper level, middle level and lower level. And these three social classes differ from their buying behavior. **for an instance** upper level class, a rich but not so educated people will not purchase a normally brand. They are preferring a high class and the social factors influencing consumer behaviour are a) Family, b) Reference Groups c) Roles and status.

Brand to show their status and life style, in spite of the middle class family purchase brand carefully. And collect information to compare different producers in the same line and lower class consumer buy on impulse.

Therefore, marketing managers are required to study carefully the relationship between social classes and their consumption pattern and take appropriate measures to appeal to the people of those social classes for whom their products are meant.

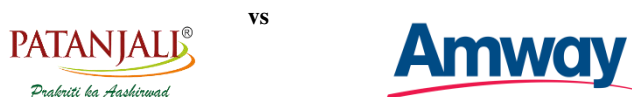
For an instance:



If we compare to the facilities of both then say that Bhim is very simpler app and is just interface to send and receive, paytm where paytm is a wallet, Online shopping store, Online ticket booking store and much more so there is no effect of BHIM on paytm and BHIM is totally different from paytm. But due to the social factors most of android mobile users going with paytm.

**2. culture factor:** - culture factor is determined of the consumer want and behaviour. culture factor a set of beliefs and values. This factor is not permanent not changes gradually and such changes are progressively culture is passed on from one group to another and particularly is usually passed generation to the next. for example - Amway product total turnover 100 cr. for the year ending Dec. 31, 2017 (according to the times of India).

The company achieved sales gain in several key markets and patanjali turnover yearly Rs. 10,561 crores for the year ended of 2017 March.



(according to the times of India). Amway kind of substitute for the patanjali but lack of advertisement and due to lack of supply distribution, channel the Amway is not success India. For an instance patanjali targeted to the middle and low level customer with the affordable price provide the household products. And most of consumers prefer patanjali products while Amway products quality vice is good but too expensive these products affordable only by the high profile consumers and sometime middle—high profile .in India Amway products is failed while both are the came with herbal concept and natural products.

**3. Personal factor:** - Personal factors also influence “Buyer behaviour”.

The important personal factors, which influence buyer behaviour, are a) Age, b) Occupation, c) Income and d) Life Style.

Consumers’ change during their life and buying of products alter depending on age and stage of life. Age related factors are such as taste in food, clothing, recreation and furniture. Moreover, environment, values, lifestyle, hobbies and consumer habits evolve during lifetime. Family life stages change purchasing retention depends upon the them

behavior and brand selection. Traditionally a family life cycle included only young singles and married couples with children.

Nowadays marketers are focusing on the alternative, non-traditional stages such as an unmarried couple, childless couples, same sex couples, single parents and singles marrying later in life. (Kotler Armstrong 2010, p. 170.) It can be assumed that

consumers ‘taste can change during lifetime and has influence on coffee brand selection indifferent stages of life.

**For an instance** pantaloons and Globus both are the reputed fabric brand but pantaloons are a full of collection men's and women's kids wearing collection. But compare to the Globus is too much expensive and their collection sometimes good and their put a personal factor because the pantaloons affordable price for the consumer’s satisfaction in a reasonable price. And most of family prefer their choice and purchasing on their taster and mood also.

**scope of the study:** -this study is conducted to the growth of the swedwsi products in India. And its availability as possible as soon.in the reasonable price most of people purchase this brand and dealers take an interest to the availability this brand. This is low cost but unique Ayurveda products which is aimed to the connected to the people.so that that the target population to the children, middle age men's and women targeted.

Self - independence of India from Swadeshi.

- (1) To promote Indian product.
- (2) Make a largest retail chain in all over India both rural and urban market
- (3) To Provide reasonable price for farmers.
- (4) To fulfill the demand of customers across the India on reasonable price.
- (5) To Support Indian industries by creating demands on Swadeshi products.
- (6) To generate employment for youth, skilled/unskilled and professionals.
- (7) To establish Ayurveda and create biggest market chain for herbal products.
- (8) To Strengthen Indian economy by replacing foreign products! It Swadeshi products.

we are committed to create a healthier society and country. To raise the pride and glory of the world, we are geared up to serve people by bringing the blessings of nature into their lives. With sheer dedication, scientific approach, astute planning and realism, we are poised to write a new success story for the world. Making India an ideal place for the growth and development of Ayurveda and a prototype for the rest of the world.

**Objective of the study:** -

- (i) to understand the purchase power of the consumers.
- (ii) to understand the customer need recognitions and wants
- (iii) to know the image of patanjali as a brand in the consumer mind.
- (iv) to know the post purchase behaviour of users of patanjali products.
- (v) to satisfaction the middle level and lower level consumers.
- (vi) to understand the brand and non-branded purchase power.

**limitation of the study:** -

product availability for the consumers is the most important limitation of the patanjali and fmcg products is availability is easily like malls, and super stores. And the data collection might be bised.and communicating to the with in the city while conducting the survey which is very difficult. And limited numbers of the correspondent as well as time limitations for the study.

consumers buying behaviour difference between the branded and non-branded products then the afterword's to know which others which factor influenced to the consumers switching behaviour.

**Switching Behaviour and Determents:** - according to the lee and murphy (2005), there are several factors that determine consumers to stay with their current services provider or to switch. Some of the important factor which determine switching are.

(1.) price is rated as the most reason for the switching Brands trust leads to commitment towards brands. which can reduce the consumer's behaviour to switch the service provider.

(2.) switching cost is being also important switching determinant because switching cost also monetary loss and uncertainties with new service provider determinant switching regardless of dissatisfaction monetary uncertainties with new service provider deters switching regardless of dissatisfaction reference rule is also important role in influencing to the consumers to switch the service provider in order to confirm to other, norms broad values and behaviour.

**(I) Behaviour of switchers:** -in this term related to the reasons are concerned with consumer characteristics with A more or less direct connection with the service provider. characteristics concern's customer age, sex, income preference's, lifestyle etc. and are directly connected to the consumer need and wants.

**(II) Behaviour of non switchers:** -When it comes to thoughts about switching, there was almost an equal distribution of people who were thinking about it and people who had not thoughts about it. The reasons for not thinking about it were in many situations that the participant was pleased with the prior supplier. The fact that they still switched usually was that they had to because of change in the living situations.

**(III) Mobile number portability:** - customers have numerous choices to take decision on which products and services to use. In the wireless communications industry, the introduction of mobile number portability (MNP) may induce more and more consumers to switch their network operator, as MNP allows consumers retain their original telephone number when switching from one carrier to another. This might have significant effect on price competition and market share of network providers (Shi, Chiang, & Rhee, 2006).

In this backdrop, the present study examines the effect of MNP on consumers' switching intentions and also the factors affecting those switching intentions in Indian mobile phone services context. Further, the study investigates.

### The main findings of the study are:

i.) After MNP implementation, consumers' switching intentions have not changed, as they appear to be satisfied with the services of their current service provider and with regard to those who have already switched, they switched without MNP.

ii.) Factors such as service quality, relational quality (i.e., satisfaction, trust, and commitment), price, reputation and image, attitude towards switching, perceived ease of use and usefulness, and switching costs (SCs) significantly affect consumers' switching intentions.

iii.) Consumers' switching intentions predict both ASW and AST behaviour of consumers. However, switching intentions better predict AST than ASW behaviour. This implies that even if consumers have intentions to switch their current operator, they

would not actually switch because of SCs involved in terms of time, money, and effort.

### Impact of the patanjali: -

Patanjali's rise to a Rs 10,500-crore company in less than a decade has shifted MNCs' focus to the Ayurveda sector.

The second impact on earnings was that we are investing in two separate teams; there's huge impact with greater focus and accountability but also more cost – and if there's more cost, you will have operating margin pressure. When we were guiding on earnings, we made the market aware of two things – The foreign exchange impact which is a significant 7% impact, and extra cost associated with two teams – consumer health, and hygiene and home products.”

### swot analysis for patanjali vs. fmcg

#### (a) Strength: -

- 1)Excellent marketing strategy (target audiences)
- 2)Product low price with compare to its counter parts
- 3)Good product quality with the goof brand name.
- 4)Consumers recall the brand
- 5)Publicity through the its own channel positive (krantikari word) and effective word of mouth.
- 6)E-commerce advantages
- 7)Farmers

#### (b) Weakness: -

- (1) Poor quality of packing and non attractive.
- (2) No celebrity endorsement to this product.
- (3) Not availability some ruler Ares.
- (4) Product dependence
- (5) Low margin to the distributors
- (6) Allow number of manufacturing units.

#### (c) Opportunity: -

- (1) possibility of the top mnc's company in India
- (2) organic sector growing.
- (3) going global market as an Ayurveda is gaining a prominence
- (4) expanded in rural areas
- (5) huge potential consumers
- (6) diversify

#### (d) Threat: -

- (1) Negative word of mouth on social media.
- (2) Mnc's also enter in the Ayurveda market.
- (3) Controversies with the opponent company.
- (4) increase competitors.

### FMCG swot analysis.

#### (a) strength

- (1) well established distribution network in rural and urban areas
- (2) strong brand image in the consumer's mind
- (3) low cost for the operation.
- (4) fdi - 100% foreign investment of 100% of nri overseas body.

#### (b) Weakness:

- (1) lack of innovation
- (2) lower scope of investing in technology and achieving economic of scale, especially in small scale.
- (3) low export level.

#### (c) Opportunities: -

- (1) untapped urban/ rural market.
- (2) increase in consumer purchase power
- (3) lower price of the smaller pack which attractive.

**(d) Threats:**

- (1) increase patanjali products selling
- (2) tax and regulatory structure
- (3) slowdown in rural demand.

**Methodology and Design of the study**

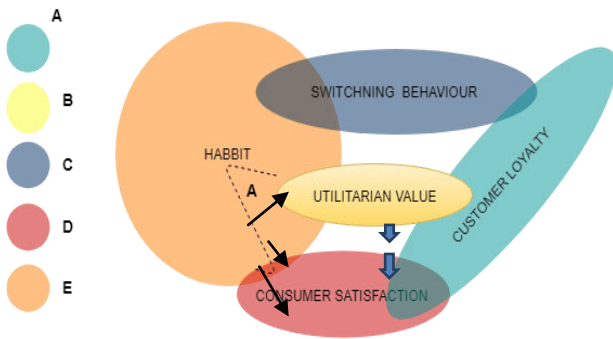
The study has been conducted with a view to patanjali and their contribution in FMCG products in the District of Indore in Madhya Pradesh.

**Method**

The present study has been carried out through descriptive survey method and using a chart for the differentiate consumer’s preferences. The details regarding sample, tools, procedure of data collection.

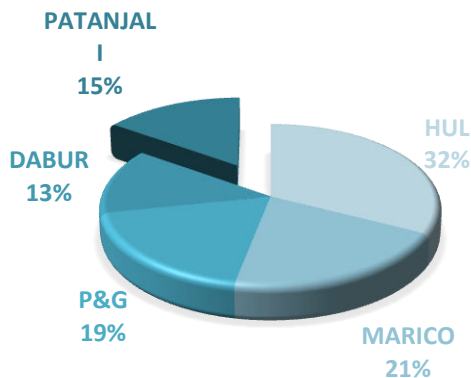
**Research model**

Data will be collected on the secondary data sources. This study Based upon the secondary data from journal, magazine, latest news paper, case study and websites and published reports. This research model is based on the consumer switching factors.



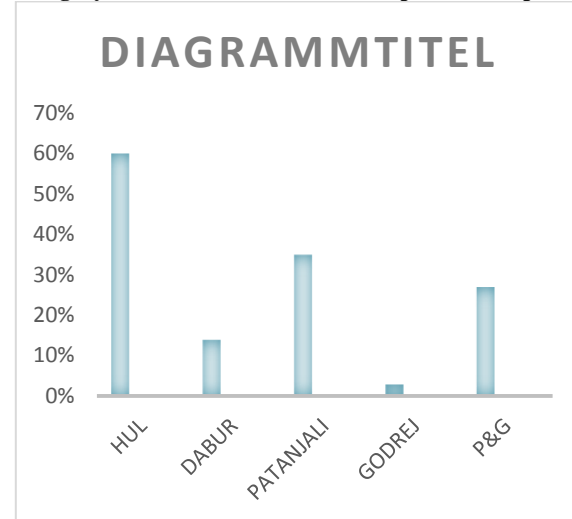
**Figure 1 consumer affecting factors model**

Data analysis reports: - Based on the 5 years result data from the IBEF (INDIA BRAND EQUITY FOUNDATION). And Research On India. Consumer-Data Analysis divided into the 2 category.



**Category 1: Company Preference in personal -care products in patanjali.**

**Category 2: Preference in Home-care products in patanjali.**



**Dated of 2013 – 2017 patanjali growth chart**

In terms of revenues and net profit, the company had nearly grown 10 times in a span of 5 years.

**Industry Analysis:** contribution patanjali in fmcg sector. The FMCG market in India is worth \$49 billion USD as of January, 2016 and is expected to grow to \$103.7 billion USD by 2020.5 It is the India’s fourth largest industry. The growing awareness, rising disposable income of the masses and easier access are the key drivers of demand growth. There is also an increased demand for premium products because of the growing youth population. Besides the penetration into rural areas is increasing and thus newer geographies are made into playgrounds for the myriad FMCG companies. The FMCG industry has three main segments: Food and beverages (18%), Health care (32%) and Household and personal care (50%). The FMCG sector has witnessed a CAGR of 11.9% between 2007 and 2016. The urban sector account for 65% of the revenues, while the semi-urban and rural make up the rest 35%.6 The current trends in FMCG are product innovation (e.g. Honitus: non-drowsy), product customization/mass customization, premiumization, backward integration, outsourcing, increasing rural penetration, outsourcing, expanding distribution networks, smaller sized SKUs, increasing private label penetration and reducing carbon footprint. After literature review, we performed the Porter’s Five Forces analysis to determine the attractiveness of the industry, the details of which are as follows: STP Analysis Segmentation from the product line up of Patanjali Ayurveda, it can be safely assumed that it does not segment the customer base as such, making the whole population its potential customer. As per Ramdev’s vision of bringing welfare and manufacturing good and unadulterated natural Ayurveda products easily available to the common masses, this stance of not segmenting the market as such seems

aligned. However, on analysis, a broad segmentation can be observed.

**Geographic Segmentation (North India & South India)** It is observed that Patanjali products are a huge hit in the North Indian market but not that much in South India. One reason might be that Ramdev being from the Hindi belt and Aastha channel airing in Hindi language, its prominence is not that much down in south. The same reason holds true for its packaging, which uses either English or Hindi. To be noted that Patanjali owes its huge success to Ramdev's active image association with it.

**Behavioral Segmentation (based on lifestyle and types of products consumed or used)** The consumers can be segmented based on their lifestyle & health preference and by the type of product they use. The main users of Patanjali products are the people who are health conscious and want to use pure unadulterated natural Ayurveda products.

**Demographic segmentation (based on age)** A clear segmentation can be done based on age. The young generation, i.e. typically children to young adult below the age of 35 years is a clear segment, while the rest of the population aged more than 35 years are the other segment. This segmentation based on age makes sense since young adults & children enjoy life and often is not serious about health or life, which makes them not a user of these products. On the other hand, once people turn a little old with the onset of middle age, they start thinking about health & the future. These are the people who generally make the purchase of Patanjali products

**Psychographic Segmentation** Based on the psychology and mindset of the people, this segmentation is taken into account. There is huge overlap between the people who attend Ramdev's Yoga camps or follow him on Aastha. They perceive him as an ascetic and hence his products too shall be good which makes them purchase these Ayurveda products of Patanjali. Also to be noted is that Ramdev wanted to create a Swadeshi sentiment among the customers and thus pitched against FMCGs who are mainly MNCs or use raw materials/procedure of foreign origin. Targeting Currently Patanjali is competing in all FMCG categories catering to the whole population, which is otherwise called Total Market Coverage Targeting Strategy. They have diversified into almost all categories like oral care, hair care, skin care, groceries, health drinks & supplementary, packaged food etc. Also since they have no differential products within the same product portfolio, this substantiates the fact that they are not targeting any particular segment, rather serving the whole population with their offering. To reach to the maximum number of potential customers, it has to target specifically though. The house wives and the elderly of the house are the influencers and decision makers in the purchase process of Ayurveda products by just producing packages with South Indian languages, the south market can be targeted. At present Patanjali is contending in all FMCG categories obliging the entire populace, which is generally called Total Market Coverage Targeting Strategy. They have expanded into all categories like oral care, hair care, healthy skin, basic needs, health drinks and packaged beverages and so on. Additionally, since they have no differential items inside the same item portfolio, this substantiates the fact that they are not focusing on a specific section, rather serving the entire populace with their

advertising. To reach to the greatest number of potential customers, it needs to be more specific in its targeting though. The housewives and the elderly of the house are the influencers and chiefs in the buy procedure of Ayurveda items. By simply producing packaging with South Indian dialects, the market in the south can be focused on.

**Positioning:** The positioning statement of Patanjali is derived to come to the following: "For the mass Indian consumers, Patanjali Ayurveda offers the complete range of unadulterated natural/herbal/ organic products which are a healthier alternative to the other FMCG products at a significantly lower price." 12 Ramdev wants to associate Patanjali holistically with Arogyam eco-system, which means disease-free long life. This is actually tying up of yoga, pranayama and Ayurveda to create such a possibility, something which Ramdev banks on. He also links the idea of indigenous (Swadeshi) to the company's products and does cause marketing for the company by saying that they are helping the farmers to earn more. He projects Patanjali as a not-for-profit company and that it is there to serve the masses. He mentions that they do not margins on most of the products and hence the mouth-watering prices.

### Issues & Recommendations: -

**Issue 1:** Stock-out with almost 600 products scattered in multiple FMCG categories, the product portfolio of Patanjali is large and has become inconsistent, which is causing confusion among customers and also shifting away from its core value proposition. For example, the noodles or biscuit category falls neither under the Ayurveda bracket nor it is an Indian food or recipe, both of which were core to Patanjali. Also just by flooding the market initially with the sheer volume of their numerous products, now it is posing challenge to the company to maintain demand-supply, to avoid stock-out of best-selling products & clearing the less selling products.

**Recommendation** - Patanjali should cut off manufacturing or marketing the products which are not aligned with their core value of providing Ayurveda products which has health benefits. By this, they can retain and strengthen their position as the market leader in Ayurveda and herbal products. Also by this process, they will have a smaller portfolio than present, which will enable them to divert all these resources into those products. Quality will enhance significantly, packaging can be improved & steady demand-supply can be maintained as a result along with many other possibilities.

### Issue 2: Fill rate and sporadic supply.

The supply & distribution of Patanjali is inadequate & sporadic. Many a times, there is more supply than required and at times, there is very low supply. According to one source, the fill rates of Patanjali products are in the range of 40-50 per cent. On the other hand, multinational consumer goods companies such as Nestlé and HUL have a fill rate of 85-90 per cent. The distributor margins are as low as 5% compare to 8-10% as offered by other FMCG companies. Most of Patanjali products are hence sold on MRP owing to very low margins.

**Recommendation** - Cutting down the existing SKU to a reasonable number will help Patanjali gain traction as they can optimize on the supply demand and give a little more margin to the distributors & retailers. In the second phase, we recommend

increasing the production capacity by increasing the number of production units. As a result, they can leverage economies of scale and hence work on the adequate & timely supply as well as give a better margin to the distributors & retailers. In the light of this, it should consider setting up production plants in South India to enter more aggressively in this market. Overall, a hub-and-spoke model would be beneficial for a smooth Pan-India distribution. Also, careful selection of distributors is recommended who understand their local supply-demand well. To increase reach, it should be available in local kirana stores too.

**Issue 3: Outsourcing**

Outsourcing & quality has always been a concern for Patanjali. Many of its products like biscuits, corn flakes etc. are outsourced to other companies, only the marketing & final product is rolled out under Patanjali brand. This has raised questions over the Ayurveda offering of those products as well as the quality. Instances have been found where insects, fungus were found in its packaged products, products are stocked with a future manufacturing date etc. All these is causing a trouble to the brand. Though Ramdev wants customers to believe that this is some sort of conspiracy by the MNCs, in the long run it won't help.

**Recommendation** – It is observed that manufacturing of only those products are outsourced which is not a core offering of Patanjali nor align with its values like the biscuits and cornflakes. Hence Patanjali should really consider moving out from such categories. As a result, they can keep the quality of their core offerings intact which are mostly manufactured in-house. Also, since by this process they are cutting short their portfolio, they can focus more on the quality of the present products. Over top of this, they should still implement stringent quality check and assurance process. This can be done by periodic industry standard quality testing & publishing the results in public.

**Issue 4: Advertising**

Advertising spend vs low prices 24 hours with a high ambition of directly taking on the MNCs, of lately Patanjali has started spending a bomb on their advertising & promotion. Only in the first two quarters of the current fiscal year, it is estimated that Patanjali has spent around Rs 360 crore, which is around 7% of FY2015 sales revenue of Rs 5000 crore, while the operating margin was around 23%. Naturally, this will put pressure to increase the price.

**Recommendation** – Since the company is in its growth phase, it is natural that it will have ambitious plans ahead. We recommend that in the light of such plans, it should always think in the long term and do not suddenly increase the price of its products since most of customers are still in adoption stage and diffusion needs time. Increasing the price to bear the cost of promotions and other activities may also have started mainly catering to India, now that it has its presence in India, it is creating an issue among customers. Many a times, a customer gets discouraged from purchasing a Patanjali product since he does not understand Hindi script about what is written on the pack or what is in the promotional poster. Overall, it is hindering the adoption and diffusion in particularly.

**Issue 6: Language Barrier**

Language is the one of the issue on this topic. Most of states like south and north India is not connected easily. A large part of the benefits is paused.

Year	Revenue (in crore rupees)	Net profit (in crore rupees)
2011-12	453.38	55.89
2012-13	848.56	91.33
2013-14	1191.14	185.67
2014-15	2028.03	316.60
2015-16	4819.61	450
2017-18q1	10,561 controversy	825

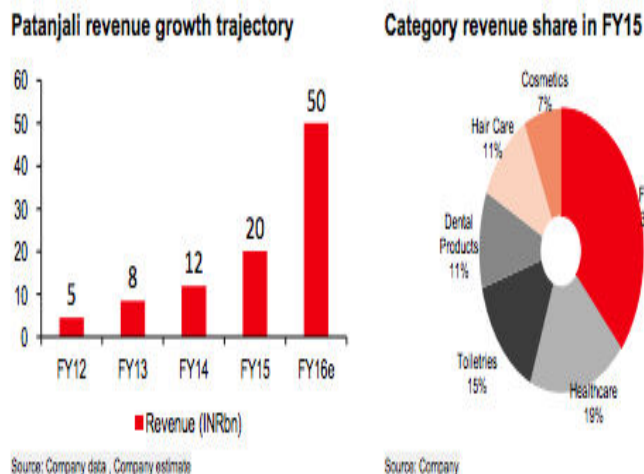
**Recommendation** – We recommend that it is high time that Patanjali considered using vernacular language of respective states of South India in both their promotion and packages there. This will result in a greater connect between the brand and the customer, which is expected to result in the increase of sales of Patanjali products.

**Issue 7: Over-reliance on Ramdev** Since Ramdev is at the heart of the brand, any attack on the personality of the individual is like a direct blow to the brand itself. Time and again, Ramdev did come on the limelight for various reasons like using his influence and political tie-ups to get cheap lands and other incentives. This creates an adverse effect on the Patanjali brand itself.

**Recommendation** – It is true that without Ramdev, the success story of Patanjali might be different. But still with concern with the above issue, Patanjali should start linking the product quality and features and other related stuff in their promotion than depending on Ramdev alone and the using of promotion of patanjali is and they can easily courage for the canopy and small camp to the promote their products and awareness for the Ayurveda in people.

Appendix 1: Growth rate of Patanjali industry (Source: Nielsen)

Appendix: - market share of patanjali ayurveda



FY YEAR 2012 TO 2016

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