

PATANJALI BRAND SUCCESS OR FAILURE A SPECIAL REFERENCE TO KUMBAKONAM AREA TAMIL NADU

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Abstract

The word Brand is derived from the word 'Brander' which means to burn while a product is a physical entity that lives in the real world, a brand is a perceptual entity that lives in the consumer's mind. Patanjali Ayurved Kendra Ltd was founded by Swami Ramdev and Acharya Balakrishna on September 27th, 2007. It started its operation in Katmandu, Nepal to provide holistic, natural and effective ayurvedic treatment. From animal trail to human trail, there will be an intense process of research. Any medicine will be first tested in the laboratory, then it will be used on rats and rabbits and after their successful use of animals it will be used on humans. They feel that the Patanjali brand is natural, environmental friendly, health friendly, produced with latest technology and most important it is Indian brand. All class of people is being succint by the Patanjali Brand Irrespective of their deeds because of having a higher grade quality hand with hand in pricing also. A well connected marketing is their memorably for their success.

I. INTRODUCTION

Now a day, the business is in the throes of the competition. The whole world optimistic about, triggers to the mechanical manufacturing for the human food items. The Patanjali Brand touts with the nearest competitor to succeed in this field. Predominantly Patanjali Brand plays a significant role the Indian economy in near feature. Without

changing its organic nature the product are told to the customers, net working across the India. Also, shopkeepers of three Patanjali Shops and some general stores will be interviewed. The word Brand is derived from the word 'Brander' which means to burn while a product is a physical entity that lives in the real world, a brand is a perceptual entity that lives in the consumer's mind. So, there is a necessity to transform a physical entity into a perceptual entity. Perception is the process by which the customers make sense out of situations. Hence, brand is directed at creating customer value.

“A brand is name, term, sign, symbol or design or a combination of these that identifies the maker or seller of a product or service”. –Kotler

Essentials for the success of brands

- Brands promise benefits
- Brands do not violate the cultural, social, ethical or moral norms of a society
- Brands are perceived as a logical choice in a certain frame of motivation
- Brands express user's taste, character and identify
- Brands bond the prospects by emotion and love
- Brands live in the consumer's mind

The American Marketing Associations defines a brand name as “Brand name consists of a word, letter, group of words or letters, comprising a name which is intended to identify the goods or

services of a seller, or a group of sellers in order to differentiate from those of competitors”.

Brand image is the totality of the impressions about the brand. It is measurable in terms of physical, functional and psychological aspects of the brand. The image of the brand is perceived by the consumer. The totality of associations held in a consumer's mind is connected to a brand. Consumer behaviour is largely determined by images held by consumers.

II. OBJECTIVES

1. To analyze the growing trends of Patanjali brand.
2. To analyze the factors that is contributing to the growth of Patanjali brand.

Literature Review

In a 57-page report released in January, IIFL (India Info line Finance Limited) has reported that Patanjali Ayurved Ltd has, in a short span of less than a decade, recorded a turnover higher than what several companies have managed to achieve over several decades. There is no doubt that Patanjali is a disruptive force in the FMCG space and is a credible threat for the incumbents. IIFL is of the view that the growing appeal of Ayurveda and 'natural' products, along with factors like low price and allowing consumers expressing being Indian in an increasingly nationalistic environment, will help Patanjali to boost its sales in the future. IIFL states that Patanjali brand's highest impact will be on Colgate, since it has gained substantial traction in oral care; next most affected would be Dabur, due to multiple category overlaps. ITC, Godrej Consumer Products Ltd and Nestle are least likely to be impacted due to few common categories. Their report suggests that by the year 2020, Patanjali will have high market shares in categories such as honey (35%), ayurvedic medicine (35%) and ghee (33%) and will have eight categories with turnover greater than Rs.10 billion (Rs.1,000 crore). Success may be limited in

Chocolates (4%), detergents (4%) and noodles (4%). Ghee, biscuits and ayurvedic medicine will be the main contributors to Patanjali turnover.

Customer Response

A brand exists as brand knowledge structure in a consumer's mind. Consumers respond favourably to the marketing efforts for the brand. So, brand marketers are interested in establishing appropriate brand knowledge structure for their brands. Favourable consumer response empowers a brand to generate revenues at lower marketing costs.

Origin of Patanjali:

Patanjali Ayurved Kendra Ltd was founded by Swami Ramdev and Acharya Balakrishna on September 27th, 2007. It started its operation in Katmandu, Nepal to provide holistic, natural and effective ayurvedic treatment. Patanjali Ayurved Limited (PAL) has three manufacturing units at Haridwar, Uttarakhand with its registered office in New Delhi. The initial project of Ramdev was his Patanjali Yogpeeth and since its inauguration in 2006, it has been labeled as one of the largest centers for research on yoga and ayurveda in the world.

Patanjali Research Institute

The work of clinical control in the field of Ayurveda could not take place ever at a large scale which is why this knowledge could not get global recognition. We have set up Patanjali Research Institute where we have initially spent Rs 100 crore rupees and a big chunk of it is being spent on research works. From animal trail to human trail, there will be an intense process of research. Any medicine will be first tested in the laboratory, then it will be used on rats and rabbits and after their successful use of animals it will be used on humans. This kind of process will make the scientific facts of Ayurveda clear and will generate a new hope for those patients who have given up

after long allopath treatment. Moreover Ayurveda will get recognition in the world as evidence based medicine.

Poor Relief

The poor, physically and mentally impaired persons, orphans, patients of leprosy, other helpless persons, kin of martyrs and the persons who are afflicted by calamity were always helped by Patanjali in times of need. The whole country has witnessed our work. Besides direct service to the poor in the country, Patanjali has also donated crores to the organizations who are working for the welfare of the poor.

A wide range of Quality Products

Health care products

It is a mission for us to realize a disease free India and we are achieving it by providing affordable healthcare and free medical consultation. The some of the health care products are, Chocó flakes, Bura, Basumathi Rice Gold&Silver, Badam Pak, Apple Murabba, Apple Chutney, Arogya Biscuit, Unpolished Mix Pulses, Unpolished Rajma...etc;

Natural Health Care Products

Aloevera Juice, Gulab Sharbat, Pachak Shodhit Harad, Amrit Rasayan, Jamun Vinegar, Pachak Ajwain with Aloevera, Pachak Anardana, Chyawanprash, Pachak Hing Goli, Patanjali Guava Juice, Patanjali Power Vita.

Natural Personal Care

Hand Wash, Coconut Hair Oil, Apricot Face Scrub, Anti Wrinkle Cream, Almond Oil, ejus Tailum, Shave Gel, Saundarya Swarn Kanti Fairness Cream, Saundarya Cream Body Cleanser, Rose Face Wash, Patanjali Body Lotion, Patanjali Activated Carbon Facial Foam.

Ayurvedic Medicine

Crack Heal Cream, Dasmool Kwath, Badam Rogan, Liv D 38 Tablet, Lohasava, Giloy Ghan Vati, Giloy Juice, Pachak Methi Nimbu, Khus Sharbat, Gulkand.

Herbal Home Care

Detergent Cake Popular, Detergent Powder Ujjwal, Somya Liquid Detergent, Detergent Powder Popular, Detergent Powder Premium.

Brand Mark of Patanjali



Since Patanjali Ayurved Ltd. is a leading fast moving consumer goods company with a Tremendous growth in the past few years, it is a growing threat to the other influential FMCG's. Hence to study the growing market of Patanjali Brand our aim is to determine what factors are responsible for giving Brand Name of Patanjali a head over others FMCG's. This study will determine the different Levels of research through which Patanjali Brand is pushing its products in the market. It focuses on key determinants which gives Patanjali a competitive edge over other competitors. Khasgiwala and Bapat (2014) believe that despite of the great demand of Patanjali products, the company is still inefficient in its production and supply chain management. They address the case of retail store owner of Patanjali Ayurveda in Indore who himself is a highly satisfied consumer of Patanjali products that are low priced with reasonably good quality. And more so the product becomes value rich because they carry the name of Baba Ramdev on it but is frustrated with the availability of these products for other consumers as well.

Sources of Data

Participants in this study will include Patanjali consumers (a minimum of 50 participants of different age groups, i.e., from 21 up to 60 male and female) who will be given a questionnaire. The participants will be selected by giving it to family members, close friends and relatives. The sampling method to be used is non probability convenience sampling to select participants. The elements that

will be characteristic of the sample will be sex, age, region and number of family members. An effort will be made to collect data proportionately from male and female sex, the age groups and the region. Also, shopkeepers of three Patanjali Shops and some general stores will be interviewed. The three Patanjali shops are:

- PatanjaliAarogya Kendra, Mothilal Street, Kumbakonam, Tamil Nadu – 612001.
- PatanjaliAarogya Kendra, Murthy chetti Street, Kumbakonam, Tamil Nadu – 612001.
- PatanjaliAarogya Kendra, Big Bazar Street, Kumbakonam, Tamil Nadu – 612001.

Growing Market Trends of Patanjali

Factors considered while purchasing many products of Patanjali Brand.

Table – 1.2

Factors	Positive Rank	% of Positive Rank	Negative Rank	% of Negative Rank	Total Respondents	% of Total Respondents
Quality	50	100.00	Nil	00.00	50	100.00
Price	45	90.00	05	10.00	50	100.00
Variety	31	62.00	19	38.00	50	100.00
Availability	43	86.00	07	14.00	50	100.00
Fragrance	48	96.00	02	04.00	50	100.00
Health Friendly	46	92.00	04	08.00	50	100.00
Experience	40	80.00	10	20.00	50	100.00
Attractive Packing	34	68.00	16	32.00	50	100.00
Uniqueness	49	98.00	01	02.00	50	100.00
Innovative Brand	50	100.00	Nil	00.00	50	100.00

Source: Primary Data.

Finding & Conclusion

Most of the respondent considered the factor like price, quality, health friendly and variety as important while go for purchase of Patanjali Brand products irrespective of their gender, age, education, occupation, income and residential status. Further, almost all the respondent perceived that Patanjali brand is better in quality, environmental friendly, health friendly, having attractive packaging, low price, easy availability, use latest technology and use shortest distribution network as compare to other brands of similar category irrespective of their age, income, occupation, education qualification and residential

Patanjali brand's growth story has been analyzed from time to time. The company's revenues for the past five financial years have been summarized below with the help of a table.

Table – 1.1

Year	Turnover In Rupees (Crores)	%
2012 - 2013	850	04.34
2013 - 2014	1200	06.12
2014 - 2015	2006	10.23
2015 - 2016	5000	25.48
2016 -2017	10561	53.83
Total	19,617	100.00

Source: PatanjaliAarogya Kendra Annual Report

It is pertinent that the turnover seems hike expediently year wise. Owing to its originality without charging it organic nature, it makes a not chap.

status. Perception of respondent of Kumbakonam area, Tamil Nadu towards Patanjali brand product is positive. They feel that the Patanjali brand is natural, environmental friendly, health friendly, produced with latest technology and most important it is Indian brand. All class of people is being succinct by the Patanjali Brand Irrespective of their deeds because of having a higher grade quality hand with hand in pricing also. A well connected marketing is their memorably for their success. The eco-friendly and no side effect for the human body is an impetus to the society.

III. REFERENCES

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