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Original Article

A Study on Patanjali Products: Consumer Perception and Marketing Strategies in Kerala

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Abstract

This study examines consumer perception, satisfaction levels, purchase motivations, market accessibility and marketing strategies that shape consumer behaviour toward Patanjali products in Kerala. The research focuses on key urban centres—Kochi, Thiruvananthapuram, and Kozhikode—where Patanjali has experienced growing acceptance due to rising interest in Ayurveda-based and chemical-free products. Primary data was collected through a structured questionnaire directed to 50 consumers. Findings reveal that affordability, trust in Ayurveda, product variety, and brand credibility positively impact usage behaviour. However, distribution gaps, inconsistent product availability, and limited youth-engagement strategies restrict market expansion. This research suggests improving supply chain efficiency and adopting Kerala-centric promotional approaches to strengthen Patanjali's competitive advantage in the FMCG sector. The research findings are expected to assist in refining distribution systems, improving marketing communication, and strengthening Patanjali's presence in the Kerala FMCG sector.

Keywords: *Patanjali Ayurveda, Consumer satisfaction, Marketing strategies, Kerala FMCG market*

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Introduction

The fast-moving consumer goods (FMCG) sector in India has experienced rapid expansion in recent years, with increasing consumer demand for natural, herbal, and health-oriented products. Patanjali Ayurveda Ltd., founded in 2006, has emerged as a highly influential brand in this space. Patanjali's headquarters is in Haridwar, Uttarakhand, India. The company's registered office is in New Delhi, built on the principles of Ayurveda, yoga, and holistic wellness.Patanjali has positioned itself as an affordable Indian alternative to multinational FMCG brands. Kerala, known for its deep-rooted connection to Ayurveda and herbal medicine, provides an ideal market for Patanjali products. Consumers in the state prefer products that align with cultural values of health preservation, natural ingredients, and sustainability. Urban centres such as Kochi, Thiruvananthapuram, and Kozhikode have shown particularly strong adoption due to higher brand awareness and access to retail channels. Marketing strategies,including product positioning, pricing, distribution expansion, and brand ambassadorship, have played a vital role in Patanjali's growth. However, product shortages and distribution inefficiencies have affected consumer satisfaction in certain regions of Kerala. The increasing influence of social media and online shopping also presents new opportunities and challenges for expanding the brand among younger consumers. In Kerala, where Ayurveda is culturally integrated, acceptance of natural and herbal goods is more prominent than in many other states. Yet, limited distributor networks affect access in several districts. Thus, understanding consumer behaviour toward Patanjali products in Kerala is crucial for operational improvements and market growth.

Foundation and Expansion

Patanjali Ayurveda, founded in 2006 by Baba Ramdev and Acharya Balkrishna, was established with the vision of integrating traditional Ayurvedic wisdom and yoga principles with modern manufacturing practices. Although formally incorporated in 2006, the organisation's roots extend back to Patanjali Yogpeeth (1995) and a small Ayurvedic pharmacy set up in 1997.

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Over the years, the company has grown into one of India's most prominent FMCG brands, offering more than 900 natural and herbal products across food, healthcare, and personal care categories. Patanjali's rapid market expansion is largely attributed to its affordable pricing, strong emphasis on indigenous production, and the influential public presence of Baba Ramdev. Its business model focuses on popularising Ayurveda by combining traditional knowledge with contemporary production technology, enabling the brand to position itself as a cost-effective and culturally rooted alternative to multinational FMCG companies.

Statement of the Problem

Patanjali products are increasingly preferred in Kerala due to affordability, trust in Ayurveda, and natural ingredients, yet the brand faces key challenges that hinder its market growth. Consumers frequently experience product shortages and inconsistent availability, leading to dissatisfaction and possible brand switching. Marketing strategies appear less effective in attracting younger consumers, and expectations for better packaging and Kerala-specific product choices remain unmet. Therefore, it is necessary to analyse consumer perception and satisfaction to identify gaps in distribution and marketing strategies that can improve Patanjali's competitiveness in Kerala.

Review of Literature

- Miss Rupali Khanna (2015), The Findings in the paper show that many significant factors together make up the buying decision of the product. Customer perception towards a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. It may be due to the ability of the product to cure the problem. Satisfaction brings in the retention of customers. Patanjali in order to retain more customers and satisfy them, must fulfill the claims made by the company before any other brand may mushroom up and take away the benefits of marketing through spirituality.
- Gupta and Garg (2016), Desi Bustle v/s MNC Muscle. Their objectives were to find why consumers prefer Herbal products and Natural products, to explore whether consumers are familiar with the Ayurvedic and herbal products with other brands available in the market, to analyse the attitude of consumers towards herbal products and to analyse the role of media in the promotion of Patanjali products.All herbal and ayurvedic products were made from natural essence, and they had on side effects at all. Further posters, banners and mass media, retail stores were major sources of information for consumers for buying these herbal products.
- Ajeet Kumar and Ahujain (2017) investigated various factors that influence consumer buying behaviour. Their study revealed a positive relationship between consumer satisfaction levels and certain demographic variables, including marital status, income, gender, occupation, and age.
- Dr. P. Anitha and V. Ruba (2018) noted that living a healthy life is a universal desire. In recent times, there has been a growing concern regarding the safety and quality of products used both internally and externally. Their study revealed that the majority of consumers are satisfied with Patanjali products. Furthermore, factors such as marital status, duration of product usage, amount spent, and willingness to recommend the products were found to be significantly associated with the level of consumer satisfaction.

Objectives

- To analyse consumer preferences towards Patanjali products in terms of price, promotion, place, and product.
- To examine the demographic usage patterns of Patanjali products.
- To understand the reasons behind consumer loyalty and preference for Ayurvedic products.
- To explore Patanjali's marketing strategies that have won consumer trust and loyalty.

Research Methodology

Research Design: This study uses anexploratory survey research design to understand consumer perception and marketing effectiveness of Patanjali products in Kerala. Quantitative primary data was used to analyse consumer behaviour across three major cities.

Study Area: The research was conducted in the following Kerala cities: **Kochi, Thiruvananthapuram, Kozhikode**

Population & Sample Size: A sample of 50 respondents participated in the survey.

Sampling Technique: A Convenience sampling was adopted to select fifty consumers of Patanjali products due to accessibility and feasibility constraints. The study spanned three weeks.

Data Collection Method: Primary data was gathered using a structured questionnaire with both closed and rating scale questions. Secondary Data was sourced from academic journals, books, articles, research reports and websites.

Data Analysis: Data was analysed using the

Simple Percentage method.

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Data Analysis & Interpretation

Table 1: Age of Respondents

Age	No. of Respondents	Percentage
Below 25	12	24%
25 – 50	23	46%
Above 50	15	30%

Source: Fieldreport2025

From the above table, we can see that,out of the total observations,the age group below 25 only 24% use Patanjali, 46% of the age group 25-50 and 30% of the 50 year sand above use Patanjali product.

Table 2: Gender of Respondents

Gender	Population	Percentage
Male	18	36%
Female	32	64%

Source: Fieldreport2025

From The above Table, out of the total observations, only36% malesand 64% of females prefer Patanjali products.

Table 3: Education obtained by respondents

Educational level	Population	Percentage
Up to graduate	14	28
Up to postgraduate	22	44
Illiterate	14	28

Source: Fieldreport2025

From the above table, out of the Total observation, 28% of gra duates,44% of post gra duate sand 28% of illiterate prefer Patanjali.

Table4: Satisfaction with Patanjali Products

Satisfaction Level	Respondents	Percentage
Highly Satisfied	14	28%
Satisfied	23	46%
Average	10	20%
Dissatisfied	3	6%

Source: Fieldreport2025

From the abovetable,out of the total observations 28% arehighly satisfied,46%are satisfied,20% have average satisfaction and 6% are dissatisfied.

Table 5: Product Availability Issues

Response	Respondents	Percentage
Yes	37	74%
No	13	26%

Source: Field report 2025

According to the table above, a significant majority (74%) reported difficulties in product availability, highlighting distribution in efficiencies as a critical barrier to growth.

Table 6: Reasons for Choosing Patanjali

Reason	Respondents	Percentage
Natural Ingredients	20	40%
Affordable Pricing	12	24%
No Side Effects	10	20%
Brand Trust in Ayurveda	8	16%

Source: Fieldreport2025

From the above table,out of the total observation according to 40%chose it because it is natural, 24% choose it because it is affordable pricing, 20% choose it because it has no side effects, and 16% choose it because it is trustworthy.

Table 7: Channels of distribution

Distribution channels	No. of observation	Percentage
Online	14	28
Retailer	22	44
Patanjali stores	4	8
Wholesale	10	20

Source: Fieldreport2025

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From the table, out of the total observations, 28% is online,44%are retailers,8% are Patanjali stores, and 20% are the wholesale channel of distribution.

Table 8: Price is affordable

Opinion	No. of respondents	Percentage
Strongly agreed	30	60
Agree	15	30
Average	5	10
Disagree	0	0

Source: Field report 2025

From the above table, out of total observation 60% are strongly agree, 30% are agree,10% have average and 0% are disagree.

Table 9: Packaging and labelling

Opinion	No. of respondents	Percentage
Strongly agreed	20	40
Agree	15	30
Average	8	16
Disagree	7	14

Source: Fieldreport2025

From the abovet able,out of the total observation, 40% strongly agree,30%agree,16% average, and 14% disagree with the fact that the packing and labelling of Patanjali appealing.

Findings

Based on data collected from respondents across Kochi, Thiruvananthapuram, and Kozhikode, the following findings are derived:

- Natural ingredients are the strongest motivator for consumers.
- The 25–50 age group shows the highest adoption rate.
- Female consumers form the majority of the user base.
- A high level of satisfaction indicates positive product acceptance.
- Product availability issues (74%) remain a major barrier.
- Retail stores are the dominant distribution channel.
- Packaging is positively perceived, but some expect modernisation.
- Trust in Ayurveda contributes significantly to brand loyalty.

Recommendations

- Strengthen distributor networks and expand supply chain coverage
- Introduce Kerala-specific Ayurvedic formulations.
- Modernise packaging to attract younger consumers.
- Enhance digital marketing and influencer-based promotions.
- Improve product availability in supermarkets and pharmacies.
- Provide research-backed validation for product efficacy.

Conclusion

The study clearly indicates that Patanjali Ayurveda Ltd. has successfully established a strong market position by offering affordable, natural, and diverse products that fulfil consumer expectations. Most respondents expressed satisfaction with the product, effectiveness, pricing, and availability of multiple product choices, which has enhanced brand loyalty. The influential brand image of Baba Ramdev continues to guide consumer trust and acts as a major marketing strength for Patanjali. However, the research also reveals significant challenges such as product shortages and limited distribution channels, which negatively influence consumer purchase decisions. Despite a growing customer base, the brand must focus on technological expansion, includingwider online presence and stronger supply chain networks. The results also highlight the need for Patanjali to attract more young consumers, as the majority of its users fall in the middle-aged and older segments. Continuous product innovation and quality assurance remain essential to sustain its competitive advantage in the FMCG market. Overall, Patanjali's future growth depends on strengthening distribution, reducing reliance on a single brand ambassador, and enhancing engagement across new consumer segments.

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