

# Decoding Women's Cosmetic Shopping Preferences A Case Study on Patanjali Ayurvedic Products in Kalaburagi City

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## **Abstract**

*According to a recent market analysis, personal care products account for a significant portion of the FMCG industry's revenue, with sales increasing by 10% annually. Additionally, major FMCG companies allocate a large portion of their marketing budgets towards promoting personal care products, further highlighting their importance in the industry. These factors suggest that personal care products indeed play a vital role in the FMCG industry and contribute significantly to its overall success.*

*There are several reasons why consumers are increasingly seeking natural and Ayurvedic products. Firstly, there is a growing awareness of the potential harmful effects of synthetic chemicals and additives commonly found in mainstream personal care products. Consumers are becoming more health-conscious and are actively seeking alternatives that are free from potentially harmful substances. Secondly, the popularity of Ayurveda, an ancient Indian system of medicine, has significantly increased in recent years. Ayurvedic products are believed to be more holistic and offer long-term benefits to overall well-being. Lastly, the success stories and positive reviews of individuals who have experienced positive results with natural and Ayurvedic products have further fueled the demand for these types of products.*

*Patanjali offers a wide range of personal care products that are known for their natural and Ayurvedic ingredients. For example, their herbal toothpaste contains ingredients such as neem and clove, which are known for their antibacterial properties and oral health benefits. Their hair oil is made from a blend of Ayurvedic herbs like Amla and Bhringraj, which promote hair growth and nourishment. Additionally, their fairness cream is formulated with natural extracts like saffron and turmeric, which are believed to improve skin complexion. These examples demonstrate how Patanjali combines traditional Ayurvedic ingredients with modern formulations to create effective personal care products.*

**Keywords:** *Cosmetic Products, Consumers Buying Behaviour, Natural & Ayurvedic Products.*

## INTRODUCTION

Consumer Behaviour is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use. Consumer is the central point and all the marketing activities revolve around him. Manufacture produces what the customers' wants. Consumer behaviour differs from person to person, which the producer must understand it.

The cosmetic industry has been segmented on the basis of category, gender, distribution channel, and region. On the basis of category, the market is divided into skin and sun care products, hair care products, deodorants & fragrances and makeup & color cosmetics. By gender, it is divided into men, women, and unisex. On the basis of distribution channel, it is categorized into hypermarket or supermarkets, specialty stores, pharmacies, online sales channels, and others. Region wise, the market is studied across North America, Europe, and Asia-Pacific. On the basis of category, the skin and sun care products segment constituted a major cosmetic market share in 2019 however the deodorants & fragrance segment is projected to experience growth at the highest CAGR during the forecast period. Skin care products play a major role in daily healthcare regimen beauty and consciousness are the prominent factors that drive demand for skin care products.

The Cosmetic Industry describes the industry that manufactures and distributes cosmetic products. These includes colour cosmetics, like foundation and mascara, skincare such as moisturisers and cleansers, haircare such as shampoos, conditioners and hair colour, and toiletries such as bubble bath and soap. The manufacture industry is dominated by a small number of multinational corporations that originated in the early 20<sup>th</sup> century, but the distribution and sales of cosmetics is spread among a wide range of different business. The largest cosmetic companies are Johnson & Johnson, L'Oreal Paris, Gillette, Neutrogena, Nivea and Chanel, Inc.

Cosmetics are a category of health and beauty products that are used to care for the face and body, or used to accentuate or change person's appearance. Though cosmetics are commonly thought of as only makeup used to alter a person's appearance, cosmetics can also refer to a number of products used to care the skin and the body, as well as those used to add fragrance to it. There are a large number of cosmetics available under these various categories, each designed for different purpose and featuring different characteristics.

## INTRODUCTION TO PATANJALI AYURVEDIC LIMITED.

Patanjali Ayurveda is an Indian Multinational consumer packaged goods company based in Haridwar, India. It was incorporated in 2006 under companies Act 1956 with registered office at D-26. It was started by **BABA Ramdev** and **Acharya Balkrishan** in 2006. Its manufacturing units and headquarters are located in the industrial area of Haridwar, Uttarakhand and the registered office is located at Delhi. Patanjali will manufactures both mineral and herbal products.

Patanjali Ayurveda Limited produces quality Herbomineral preparations. To monitor quality, the Divya Yog Mandir trust and Patanjali Yog Peeth grow many endangered herbs on its

farmland. The principles of Good Manufacturing practices are rigorously followed in the plant and company prides itself on being environment friendly.

A high stress on quality, several quality circles and special quality circles and special project teams working on TQM (total quality management) projects make quality a way of life in Patanjali Ayurveda Limited. This enables Patanjali to produce herbomineral preparations with uniform levels of batch to batch consistency. This ensures that the customer gets the same high quality products regardless of where it is purchased.

### **OBJECTIVE OF THE STUDY**

- Finding major factors that influence the purchase decision of consumers to purchase cosmetics.
- To understand the Consumer buying behaviour of cosmetic products.
- Identify the awareness of Patanjali Ayurvedic cosmetic products in Kalburgi city.
- To know the consumer perception to words natural cosmetic products.
- To study the satisfaction level of customers after using Patanjali Cosmetic products.

### **Demographic Profile of Consumer**

Age wise, Marital Status, Family Income, Qualification and Occupational Status.

### **Research Methodology:**

#### **Methodology:**

The present study is based on both primary and secondary data. The primary data was collected through structured questionnaire from the customers of Kalaburagi City. The secondary data has been collected from the textbooks, websites related with the of the study.

#### **Data source:**

The analysis is descriptive in nature. The qualitative knowledge is collected to support the company to become a market leader.

#### **Primary Data:**

The information is obtained from primary knowledge. The primary data was collected from

- The interaction with the women consumers.
- Information from dealers.

#### **Secondary data:**

The data collected from the different source like

- Internet (web sites)
- Company profile
- Text books
- Various Journals

#### **Sample design:**

Sample Size: 100

Area: Kalaburagi city

Method: simple random sampling

**Hypotheses:**

Ho: Customers are not aware of Patanjali Ayurvedic Cosmetic products.

H1: Customers are aware of Patanjali Ayurvedic Cosmetic products.

Ho: Customer feel natural products are not safe to use.

H1: Customer feel natural products are safe to use.

Ho: Customers are not satisfied with experience of using ayurvedic products.

H1: Customers are satisfied with experience of using ayurvedic products.

Ho: Customers are disagree that Patanjali Cosmetic products are high quality.

H1: Customers are agree that Patanjali Cosmetic products are high quality.

Ho: Customers are not-agree that price of the Patanjali cosmetic products are fair.

H1: Customers are agree that price of the Patanjali cosmetic products are fair.

Ho: Customers not ready to recommend Patanjali products to their friends or social circle.

H1: Customers ready to recommend Patanjali products to their friends or social circle.

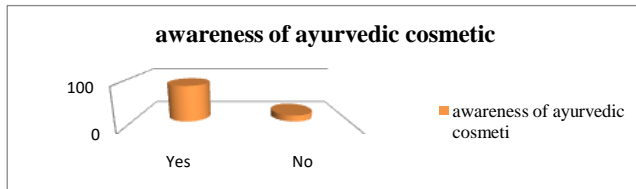
**DAT ANALYSIS AND INTERPRETATION****Table 1 Demographic Profile of the Respondents**

<b>PARTICULARS</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE(%)</b>
<b>AGE OF THE RESPONDENTS</b>		
<20 Years	22	22%
20 – 30 Years	47	47%
30 – 40 Years	29	29%
40 + Years	2	2%
<b>Marital status</b>		
Married	42	42%
Unmarried	58	58%
<b>EDUCATION QUALIFICATION OF RESPONDENTS</b>		
No Formal Education	6	6%
High School/ PUC	20	20%
Bachelor's Degree	32	32%
Master Degree	37	37%
Doctors or Professional degree	2	2%
Other	3	3%
<b>OCCUPATIONAL LEVEL OF RESPONDENTS</b>		
Business	6	6%
Govt. Employee	12	12%
Private Employee	10	10%
Home Maker	32	32%
Students	40	40%
<b>FAMILY INCOME OF CONSUMERS</b>		
Rs. 1 – 3 Lakh	63	63%
Rs 3 – 5 Lakh	28	28%
Rs 5 – 10 Lakh	6	6%
10 Lakh and Above	3	3%

- From the table 47% respondents are fall between the age group 20 - 30 year group.
- It has been observed that majority of the respondents are unmarried.
- Maximum numbers of respondents selected for the study are post graduates.
- From the above table most of the respondents are student i.e. 40%.

**Table 2 Research Information Collected By Consumers**

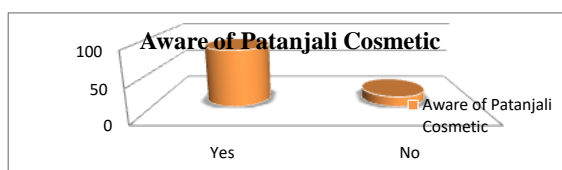
**2 .a Aware of Ayurvedic cosmetic products**



**Interpretation:**

From the above table and Graph were 85% of customers are aware of Ayurvedic cosmetic products and 15% customer are not aware of Ayurvedic cosmetic products.

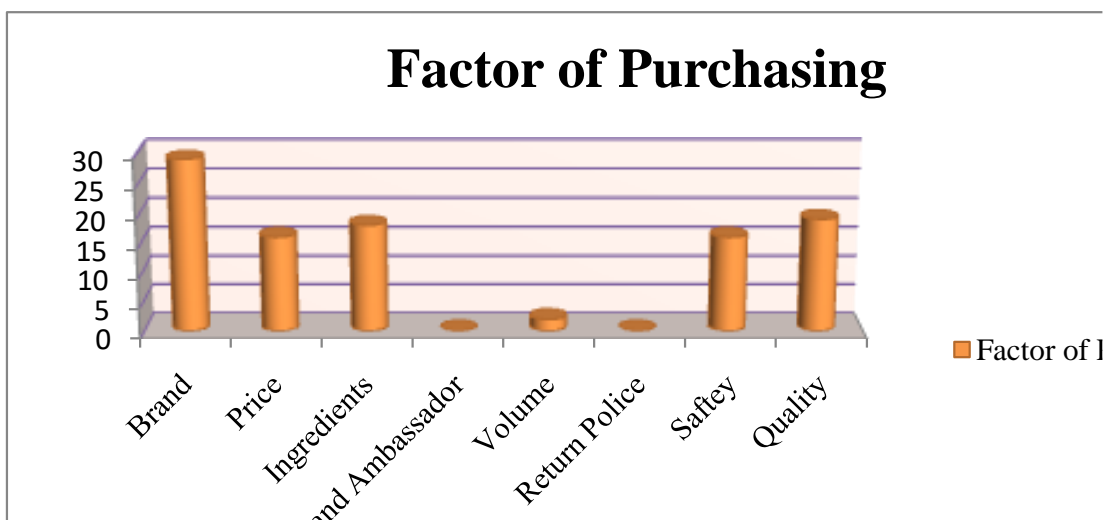
**2.b Aware of Patanjali Cosmetic Products.**



**Interpretation:**

From the above Table & Graph were 85% customers are aware of Patanjali cosmetic products and 15% are don't know about Patanjali cosmetic products.

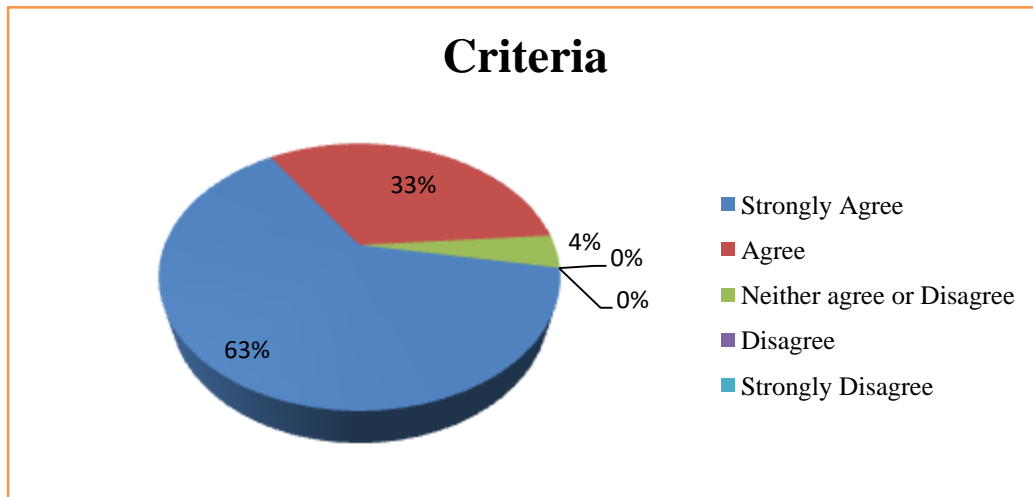
**2.c Graph showing Purchasing Factor Cosmetic product**



**Interpretation:**

From the above Table and Graph were the 29% peoples purchasing factor is brand, 19% will go for Quality, 18% for Ingredients, 16% for both Price and Safety and only 2% factor is Volume.

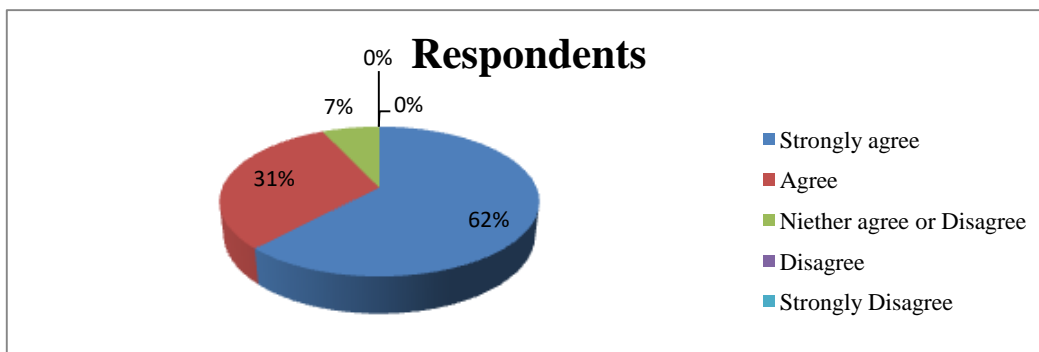
**2.d Graph showing that Natural products are safe to use.**



**Interpretation:**

From the above Table and Graph shows that 63% of respondent’s strongly agree, 33% agree and 4% customers neither agree or disagree that natural products are safe to use.

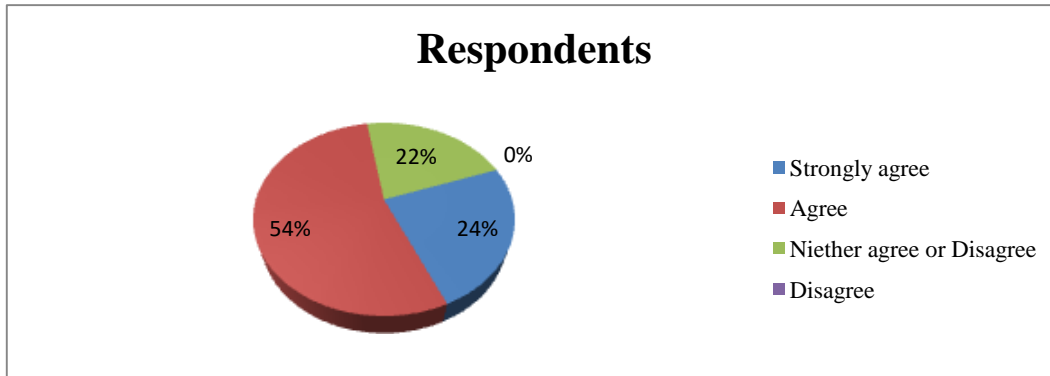
**2.e Graph showing responds on prefer natural products that are “swadeshi” as it fosters the growth of my country**



**Interpretation:**

From the above Graph 62% respondents strongly agree, 31% agree and 7% neutral that use of natural products that are “swadeshi” as it fosters the growth of my country.

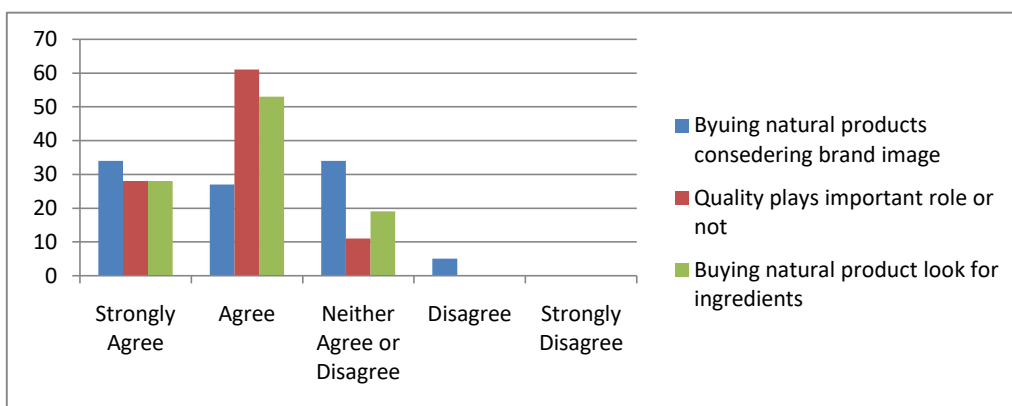
**2.f Graph showing response on use natural products because I feel that unlike chemical products they have less side effects**



**Interpretation:**

From the above table and Graph were 54% customers are agree that they use natural products because of feel that unlike chemical products they have less side effects and 22% customers are neither agree or disagree.

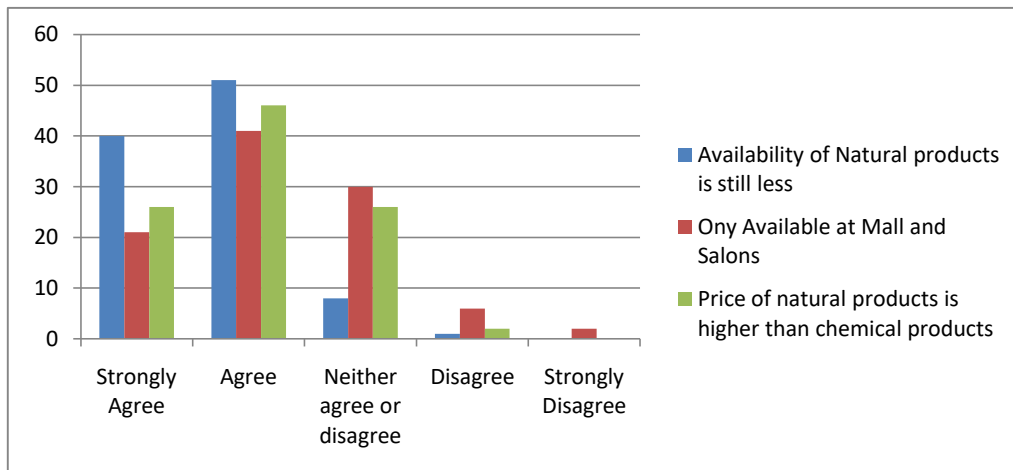
**2.g Factors Consideration for buying Ayurvedic products**



**Interpretation:**

- From the above Graph were the 34% respondents strongly agree and neither agree or disagree with brand image as the important element while buying natural products were as 27% Agree with it and 5% are Disagree.
- From the above Graph were 61% respondents agree that Quality plays a very crucial role in purchasing of natural products but 11% given a neutral response on that.
- From the above Graph were the 53% Agree that while buying natural products they always look for the ingredients on the packaging of the product and 19% are given Neutral response.

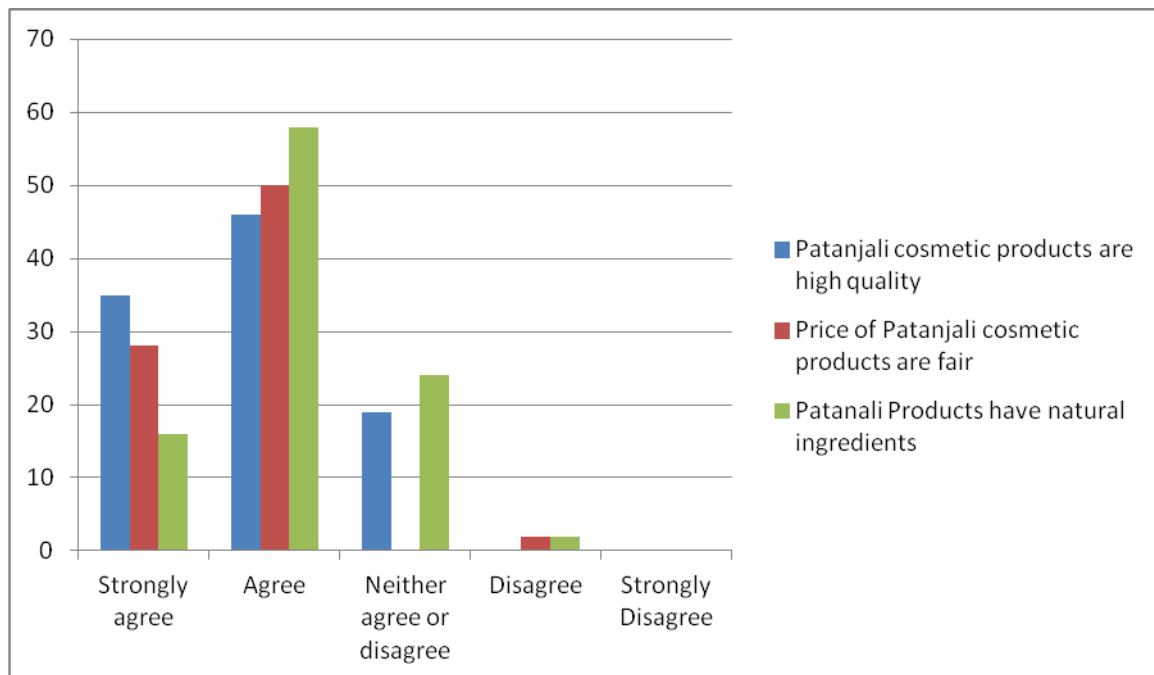
### 2.h Customer face Difficulty in buying natural products



### Interpretation

- From the above Graph were 51% respondents are Agree, 40% are Strongly agree, 8% are Neutral that availability of natural products is still less and only 1% are Disagree.
- From the above Graph were 21% Strongly agree, 41% Agree, 30% Neutral, 6% Disagree and 2% Strongly disagree that natural products are only available in malls and salons.
- From the above Graph were the 46% Agree that price of natural products is higher than chemical products but 26% are Strongly agree and Neutral and only 2% are Disagree.

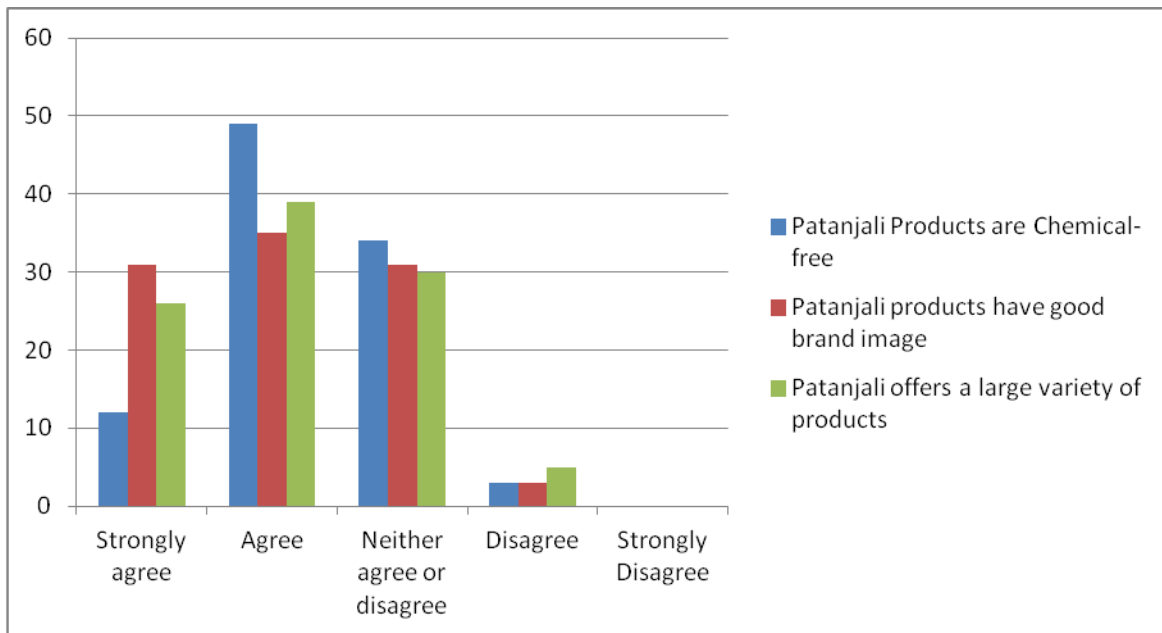
### 2.i How satisfied are you with the natural product you are using.





**Interpretation**

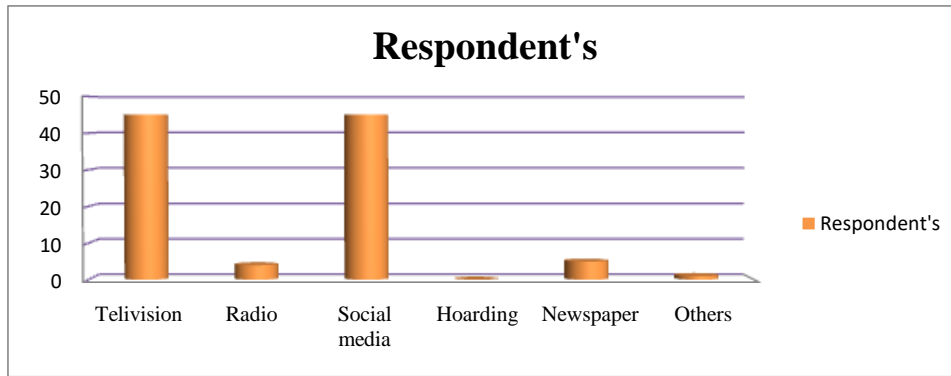
1. From the above Graph were 46% respondents are Agree, 35% Strongly agree and 19% Neutral response on Patanjali Cosmetic products are high quality.
2. From the above Graph were 50% Agree, 28% Strongly agree, 20% neutral and 2% are Disagree with price of the Patanjali cosmetic is fair.
3. From the above Graph were 16% Strongly agree, 58% Agree, 24% neutral and 2% Disagree that Patanjali cosmetic products have natural ingredients.



**Interpretation**

1. From the above Graph were 26% strongly agree, 39% Agree, 30% neither agree or Disagree and 5% Disagree with Patanjali offers a large variety of products.
2. From the above Graph 35% Agree that Patanjali products have made a good brand Image were 31%-31% Strongly Agree and Neutral response and 3% disagree with this.
3. From the above Graph were 12% Strongly agree that Patanjali products are chemical-free, 49% Agree, 34% Neutral and 3% Disagree with it.

**2.j Graph showing which of the following source creates awareness to the customers.**



**Interpretation:**

From the above Graph were 45-45% prefer Social media and Television are source to creating awareness to the customers 4% Radio and 5% Newspaper.

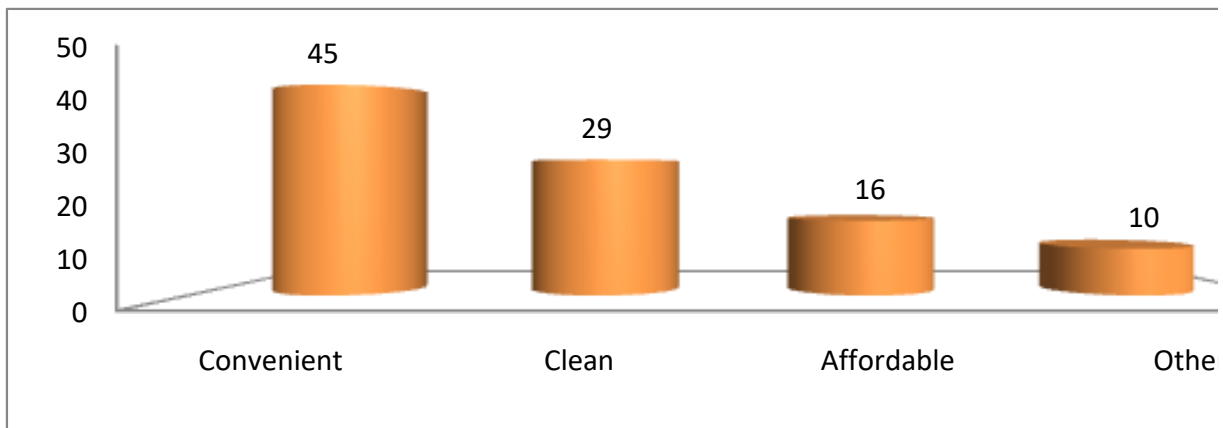
**2.k Graph showing what is the main reason for your use of Patanjali products?**



**Interpretation:**

From the above Graph were 66% of customers main reason for using Patanjali product is Quality, 15% Variety, 10% price, 5% Availability and 4% Promotion.

**2.1 Graph showing response on reason why customer prefer Patanjali Products.**



### Interpretation:

From the above Table & Graph were 45% Convenient with Patanjali Products, 29% says Clean, 16% Affordable & 10% other reason for preferring Patanjali products.

### Summary of Findings

1. From this survey we found that 85% percentages of customers are aware of Patanjali ayurvedic cosmetic products were as 15% customers don't know about Patanjali Products.
2. Majority of the customers purchasing factor on cosmetic product is Brand and Quality i.e. 29% and 19%.
3. From the survey 63% percentage respondents are strongly agree that Natural products are safe to use.
4. In this survey we found that 62% of respondents prefer natural products because that are "swadeshi" as it fosters the growth of my country.
5. From the survey it shows that 61% of the customers agree that Quality plays a very crucial role when purchasing of natural products.
6. The study Reveals that majority of the respondents were considering brand image as the important element while buying natural product.
7. The study reveals that 41% percentages of respondents are agree that they prefer to buy natural products that are available at reasonable price.
8. From the survey 53% customers are agree that while buying natural products they always look for the ingredients on the packaging of the product.
9. In this survey we found that 51% of customers say that availability of natural products is still less comparing with chemical products.
10. Out of survey conducted 41% of the customers agree that difficulty in buying natural products is that only available at malls and salons and not at every retail shop.
11. Out of the survey we found that 49% customers are agree that satisfaction with experience of using Ayurvedic products.
12. From the survey we found that equal percentage of respondents i.e. 45% - 45% feel that Television and Social-media are the sources that creates awareness to other customer in this present competitive environment.

13. From the survey 66% of customers say Quality is the main reason behind using of Patanjali products.
14. Out of the survey we found that 58% percentages of customers are agree that Patanjali Products have natural ingredients.

### **SUGGESTIONS:**

1. Patanjali having only one manufacturing unit over all the country so it is very difficult to deliver the product on time. So for that they have to make more manufacturing units in the country.
2. Patanjali having only one brand ambassador for its all products so they need to change. Special for cosmetic products they use models or celebrities for there promotion activities.
3. Patanjali don't have return or replacement policies on date expired and damaged products for their retailers and distributors. Because of this retailer not ready to buy large number of product at time. If they change this policy it will definitely increase the sale.
4. Patanjali not doing more advertising activities for promotion like providing banners, holdings to retail shop to create awareness about the new products. If they provide banners and holdings to retailers it will boast the sales.
5. Customer are more aware of Natural and Ayurvedic products and also they searching these types of products. So Patanjali need to do more focus on this type of products.
6. Patanjali products should provide more promotion activity like, discount, offers, Gifts, etc. to attract customer to more sales.
7. The packaging of the patanjali product should be more attractive to increase the sales
8. Majority of customers are satisfied repayments of credit payments so patanjali products give the credit payments offers
9. Patanjali products users majority of customers opinion is a product price is high so do the patanjali product price is less
10. Patanjali products are only available in urban areas not in rural area. India is rural country so they now focus to do business in rural area also.
11. While undertaking survey, customer's complaint about Patanjali product facing problems so sometimes Patanjali does not take immediate action about any complete from customer. So it is important to identity the reason the cause and takes necessary steps immediately.

### **CONCLUSION:**

Patanjali has given a headache to many marketers with its unconventional ways of marketing. The findings in the paper show that there are many significant factors that together make up the buying decision of the product. Customers buying behaviour to words a brand is built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In this above study, a large portion of the user is satisfied from patanjali cosmetic products. It may be because of reasonable price of the product. It may be containing a natural ingredients. It may be a ability of the product to cure the problem. The satisfaction brings in the retention of customer. Patanjali is enjoying the advantageous position in market

through spirituality element involved in its products. However, it should not ignore the competitors like HUL, Himalaya and etc. Patanjali in order to retain more customers and satisfy them, must fulfil the claims made by the company before any other brand may mushroom up and take away the benefits of marketing through spirituality. A point to note is that many people are buying Patanjali products due to the hedonic value attached to the products. Hence, Patanjali is attracting brand-loyal customers and not price-sensitive customers.

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