

# Chapter-01

## ***CONSUMER BUYING BEHAVIOR TOWARDS PATANJALI AYURVED***

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## **ABSTRACT**

*Patanjali Ayurved produces item inside the classes of private consideration and food. The corporate fabricates 444 items along with 45 kinds of restorative item and thirty kinds of food item. In sync with Patanjali, all the item processing plant made by Patanjali ar comprised of Ayurveda and normal parts. Patanjali item ar less expensive than choices inside the market in light of lesser creation and selling costs. Patanjali has conjointly sent off excellence and child item. Patanjali Ayurvedic delivering north of There are 300 drugs available to treat assortment of diseases and physical ailments, respiratory ailment too constant brokenness*

## **INDUSTRY PROFILE**

### **Natural Industries**

The Indiana flavourer markets are increasing forcefully and is forecasted to reach Rs fourteen,500-crore mark with trades arriving at Rs nine,000 huge number continuously 2012.

The flavourer market has partner degree yearly joined pace of development of twenty and 25 percent, severally. Republic of India is trailed by China on the grounds that the biggest maker of restorative plants having very 40% worldwide variety, Ayush kati Ayur veda's advertiser Pankaj Na ram aforementioned is a very proclamation there.

### **Research Design**

A solitary cross-sectional investigation style was utilized for the study and estimation was utilized for the got figures set.

Essential information assortment was done through the structure. The responsive scale for the questions associated with the entire picture, customer insights, customer inclination, customer fulfillment, and entire faithfulness might be a 7-thing Likert scale from 'incredibly presumably to far-fetched'.

Auxiliary sources are acclimated to gather information in regards to 'Patanjali'

### **Limitation**

1. The corporate isn't disbursal on Research: are you able to imagine what quantity goes in to R&D of creating a replacement variant of toothpaste?
2. The figures gathered deriving out of structure probably won't be right as some of the buyers would have given one-sided answers depending upon various variables
3. The example size was close to nothing.
  - According to the primary purpose, which was to examine buyers' attitudes toward Patanjali Ayurved in the Noida region, it was discovered that nearly all of them utilise Ayurvedic products. i.e., forty sixth of the shoppers prefers Patanjali Ayurved as a result standard of the product, twelve-tone music of the shoppers like it as a result of the amount, one year of the patron like it thanks to the value, four-dimensional of them like it thanks to the placement and rest a pair of like it thanks to different factors.
  - 64% of the shoppers might switch to different whole and thirty fourth won't switch to different whole and stay
  - 8% can switch thanks to price, twenty-sixth can modification due to quality, half-hour can modification thanks to satisfaction, half-hour of them can exchange Patanjali Ayurved thanks can thanks to different advantages.
  - Patanjali Ayurved is preferred by 52 percent of buyers, whereas Dabur is preferred by 20% and Himalaya by 2%.

## **CONCLUSION**

Deriving out top of investigation and information understanding it's observed that the different elements affecting the looking for the conduct of customers towards Patanjali Ayurved in Noida. The greater part of the people like enhancing the result of Patanjali Ayurved square measure cheerful deriving out of an item, they're looking for the product on account of its worth, quality, and sum. they will trade to the various item when at all provided with brilliant quality, amount, limits and a couple of the customers are faithful for the products. In general, Patanjali Ayurved is doing very well in the market and has a favorable impact on customer personalities.