



Research Paper

Rise of Patanjali Ayurveda's The Best Strategy Among The Organised And Unorganized Retailing in Gonda District

Dr. Binod Pratap Singh and Dr. Smriti Shishir

Associate Professor, Department of Commerce, Lal Bahadur Shastri P.G. College Gonda
Assistant Professor, Department of Commerce, Saraswati Devi Nari Gyanasthali Mahila P.G. College, Gonda

ABSTRACT

Patanjali began working with Patanjali Yogpeeth in Haridwar, Uttarakhand. Patanjali yogpeeth is one of the largest yoga labs in the United States. Swami Ramdevji and Acharya Balkrishnanaji is Patientjali Ayurveda Ltd. was established for treatment, research and development Ayurveda Yoga and Ayurveda produces pharmaceutical products. Patanjali Yogpeeth brought a coup in providing care and scientific research, and provides health services in the country with a combined approach to Yoga and Ayurveda. Free medical consultation infrastructure of Patanjali Yogpeeth has OPD, thousands of beds IPD, radiology, cardiovascular and pathology laboratories, a yoga research department, free yoga classes, a high-quality ayurvedic manufactured by Divya Pharmacy are drugs, cyber cafes, a huge hall, elderly apartments grand museums , a library and reading rooms with 11,000 square feet of sales channels for yoga and Ayurveda-related literature.

KEYWORDS: Patanjali, marketing strategies, unorganized, retailing.

I. INTRODUCTION

Founded in 2006 by Acharya BAL Krishna and Baba Ramdev Patanjali Ayurveda is an FMCG company in India. Patanjali Ayurveda is the fastest growing FMCG company in India. Patanjali Ayurveda imports herbs from Himalayan Nepal. Patanjali is a brand name of Gramudhyog in Nepal and produces products in Nepal. Patanjali Ayurveda is located in the fastest growing FMCG company in India, said Gini worth up to 3000 Crore in 5000 Crore sales in the fiscal year 2015-16. Hindustan Uniliver and P & G are FMCG companies affected by the potential market share of Patanjali. P & G and Hindustan Uniliver attract customers with huge discounts and remarkable offers(1).

Patanjali Ayurveda's marketing mix products

Baba Ramdev constantly tries to use the Indian brand by saving Indian people and the economic growth of the company. Patanjali is planning to buy all the well-known brands that deal with beverages and food. The service (yoga) that Baba Ramdev sells is the product. This product "Pranayama" is suitable for everyone, regardless of class, religion, culture and success.

The unique contribution of Swamiji is to lead a healthy life through simple breathing exercises. Understand and meet the needs and needs of customers. The atmosphere of Patanjali yogpeeth is world class. Swami Ramdev's Dimya medicines are known to be 100% natural, with little or no side effects. Medicines can be purchased at very low costs(2).

Medicines can cure any disease, from simple colds to cancer. Patanjali has the following products in competition. –

Dabur Honey: Patanjali Ayurveda offers you the possibility to buy high-quality honey with about 30% less than Dabur.

Colgate: Patanjali Ayurveda preaches in the beginning how Colgate deceived people. And Ayurveda is the best way to treat gums and teeth.

Patanjali noodles: Patanjali noodles have become famous while Maggi was away from the market and certainly had damaged Maggi, once the king of the noodle market.

The marketing mix price of Patanjali Ayurveda

Developing an effective pricing strategy is the most important and difficult part of the marketing process. If, for example, price formation rises nominally by 1%, net profit rises 6.40% for Coca-Cola and 28.70% for Philips. Baba Ramdev's Pranayama's costs are cheaper than other medical treatments. It is the

cheapest and only treatment to treat most of the so-called incurable diseases such as diabetes, cancer, AIDS and AIDS.

Posted in the marketing mix of Patanjali Ayurveda

Patanjali Ayurveda is the fastest growing FMCG company in India, but it is not surprising to neighboring countries like Nepal. Patanjali has a factory in Nepal. Patanjali also imports Nepalese Himalayan herbs. An established trade relationship helps Patanjali to significantly expand its wings in Nepal. As the service activities in India and Nepal increase, Baba Ramdev will certainly strive to overtake the markets in many other countries. Impressive sales of 5000 Crores. In India, 1,000 stores sell Patanjali products, which sell exclusively to Patanjali, causing a local salesman to cause an earthquake. The penetration rate will be higher because the margin of the product is good(3).

Promotions in the marketing mix of Patanjali Ayurveda

Patanjali Ayurveda is with the slogan "Prakriti ka Ashirwad". Now Patanjali Ayurveda has earned a reputation and popularity among the people thanks to Baba Ramdev, a globally recognized yoga expert. The ambassador of Patanjali is exclusively responsible for the success of the brand. Because his contribution to people's lives was unbelievable because of yoga, people felt biased when he founded his own Indian FMCG company.

It is a fact that ads influence consumers. Baba Ramdev broke both comments because he advertised and at the same time did not advertise. In 2002, the Aastha television channel began broadcasting Baba Ramdev's yoga classes. At night, Baba Ramdev impressed hundreds of followers who turned into thousands of people. Millions of people across the country use Ayurvedic medicines, which receive religious instruction and are prescribed by their programs. His yoga session was broadcast live in 170 countries. Baba Ramdev's 1 DVD, 3 Yoga, Pranayama Herbal Remedies and Magazines 2 video CDs. He has learned a lot of adjustment and practice skills, so that everyone has the feeling that he is talking to himself individually(4).

UNIQUE SELLING PROPOSITION (USP)

"Society without disease - a free world of medicines" was built and embraced the dream of BABA RAMDEV. Extensive research into the ancient results of Pranayama yoga in recent years has shown that good breathing techniques can completely decode all diseases without medication or surgery. He claims to have trained 35,000 people who can prepare yoga classes in different parts of the country. Patanjali Yoga Ashram has 535 branches and 15 centers expand. This means that we are involved in creating new USPs where customer requirements can be realized without frustration. This is a unique sales offer from Patanjali Ayurveda.

The key to Pathanjali's success

1. Low price:

Patanjali products offer attractive discounts on competitive products. The company improves profits by delivering products directly from farmers and reducing intermediaries. They can therefore reduce the purchase costs of raw materials and produce products at much lower prices.

2. Strong distribution channels:

Patanjali products are sold through three types of medical centers. This actually includes the Patanjali Chikitsalayas clinic. The following is the health and wellness center of Patanjali Arogya Kendra. They also have a non-medical channel, Swadeshi Kendra's(5).

3. Baba Ramdev because of health and strong brand association:

Patanjali is able to create brand awareness for the health and well-being of the Indian public, mainly through the association Baba Ramdev. As a result, Patanjali products attract more people and buy products more often.

4. It looks natural in a simple package.

Patanjali sells products in a very simple package. Now many people will feel that this is not a good strategy. But the truth is that we work for Patanjali. With the help of products such as Patanjali, promoting 'Ayurveda' and 'Health', simple packaging can be a very effective way to advertise. With its natural appearance (especially leaves and herbs), consumers feel health and well-being and feel attracted to buy products.

5. Media Promotion:

Baba Ramdev is considered an expert in yoga around the world. He has worked closely with media and media and maintained good relations. He is also known for good relationships with many politicians. So he used both facts to inform the company about the costs for free.

6. Word of mouth:

Advertising and promotions generally account for 12-20% of consumer spending on consumer goods. When a new company enters the company, these expenditures will increase significantly. At the launch, Patanjali followed a unique word-of-mouth model, with no ads on total revenue. Promoting word-of-mouth advertising was a great success for our company because of the loyalty of our customers

Experimental setup:

The target population for this study was children, middle-aged men and women. The target area of Delhi / NCR, a sample size of 100 people, was taken. 100 questionnaires were received and the questionnaire was a combination of both open and closed forms. Some suppliers also conducted interviews for preliminary research. Finally, we analyzed the collected data and followed them to reach conclusions and suggestions.

II. DATA ANALYSIS AND INTERPRETATION

Demographic analysis on the use of patanjali product

Age group	10-18	40
	19-25	120
	26-60	160
	60-75	80
Gender	Female	130
	Male	70
Marriage status	Married	105
	Unmarried	95
Buyer category	Students	45
	College students	45
	Working women	25
	Household	85

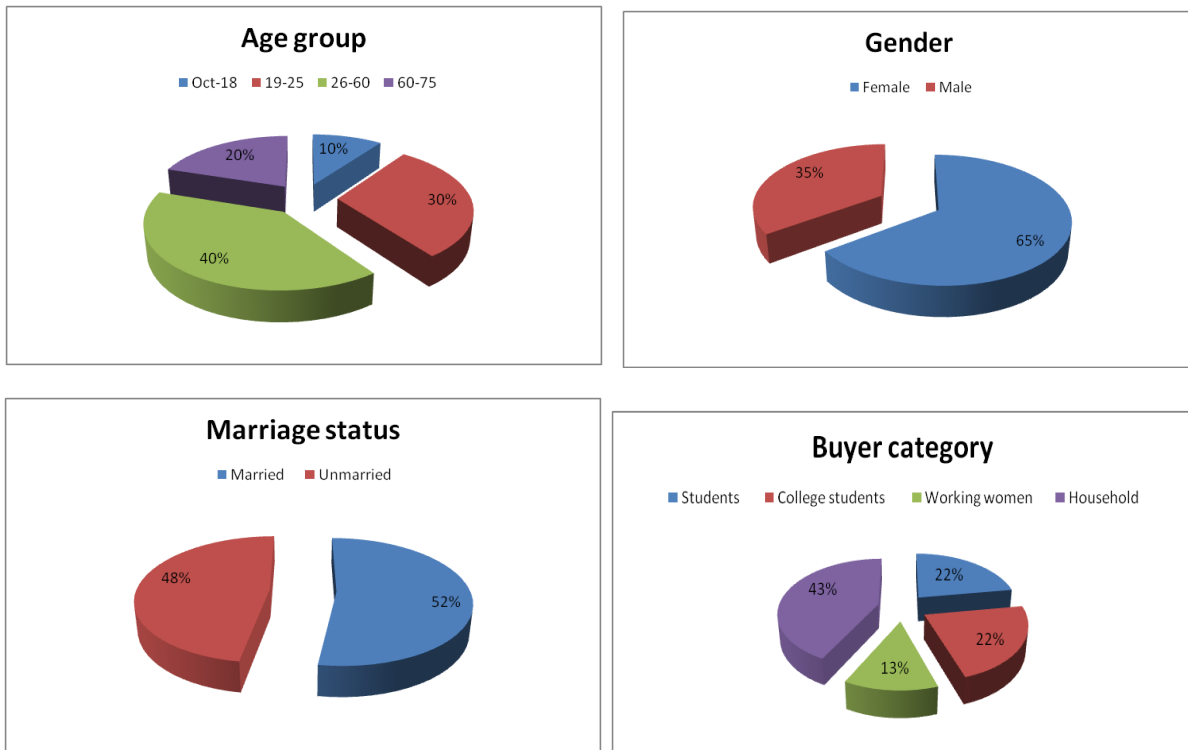


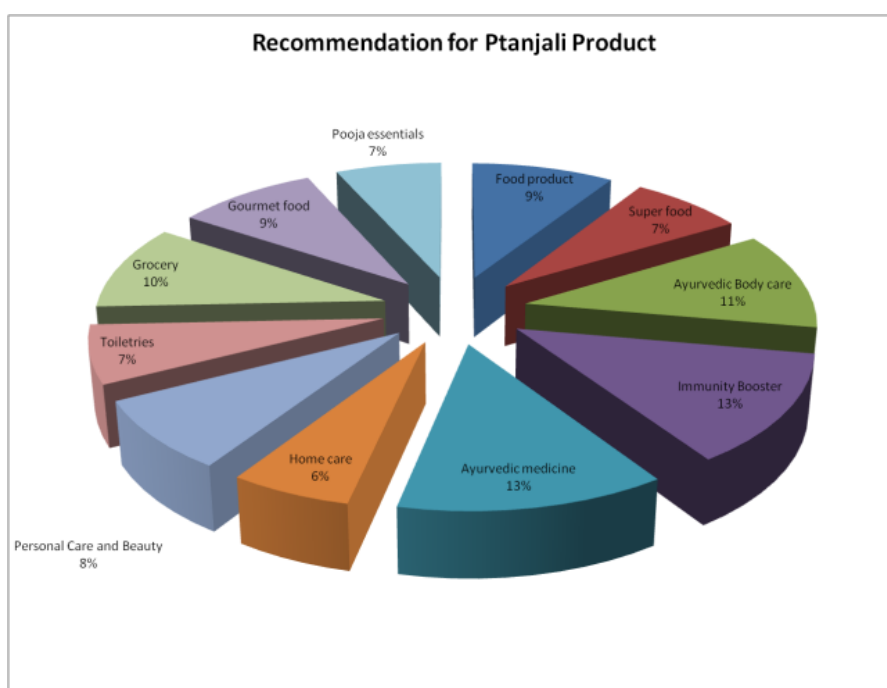
Figure 1: Recommendation of Patanjali Ayurveda.

One of the biggest limitations of Patanjali Ayurveda is that the product is not available to consumers in the market.

Product categories of Patanjali Ayurveda

The questionnaire was performed on randomly selected 100 people in a specific area.

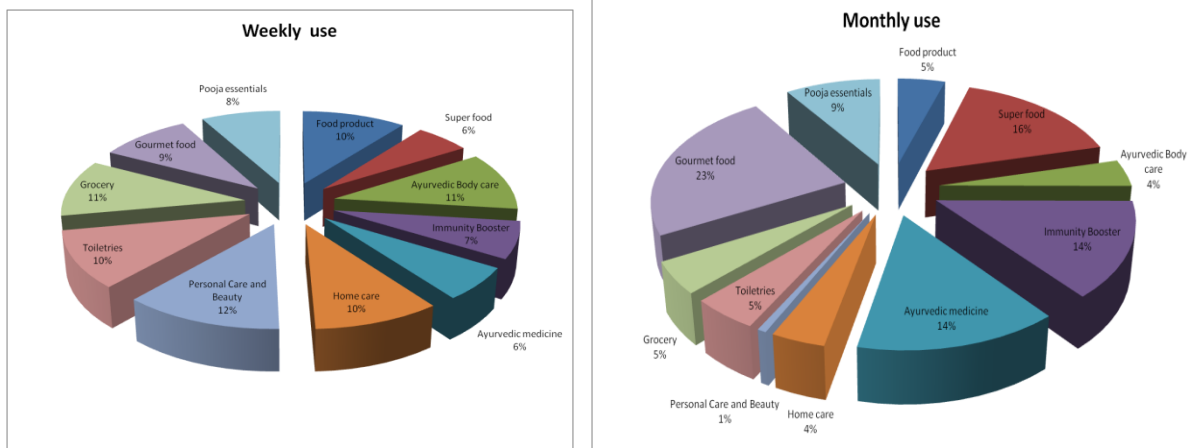
Patanjali product category	Recommendation
Food product	70
Super food	56
Ayurvedic Body care	87
Immunity Booster	98
Ayurvedic medicine	99
Home care	45
Personal Care and Beauty	63
Toiletries	52
Grocery	76
Gourmet food	69
Pooja essentials	52



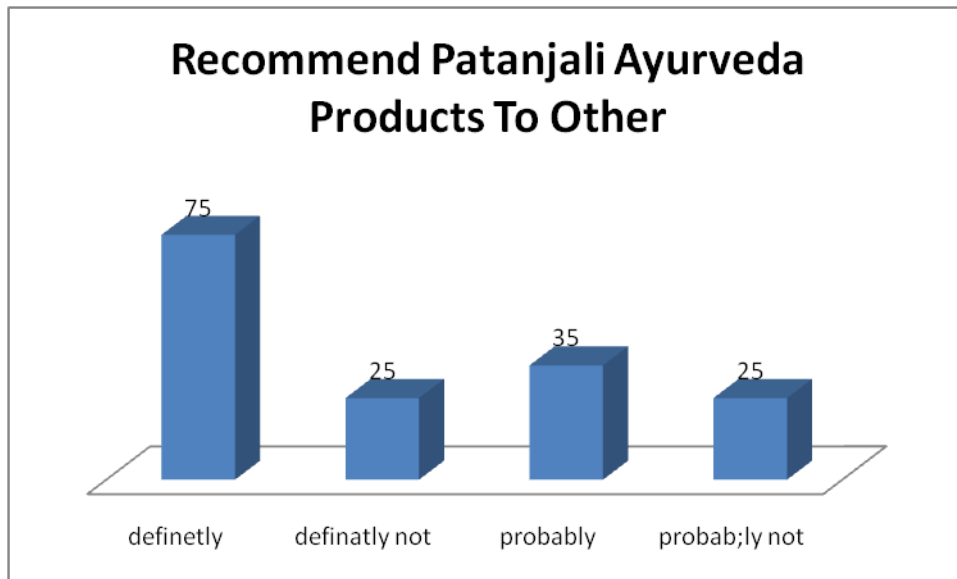
25 out of 100 people use patanjali medicines and 45 people use food made by patanjali Ayurveda. 30 out of 100 people decided to use the superfood products from patanjali Ayurveda. 55 people use Ayurveda products that are naturally made by Patanjali Ayurveda. 45 people use Ayurveda Medicines.

Frequently Use

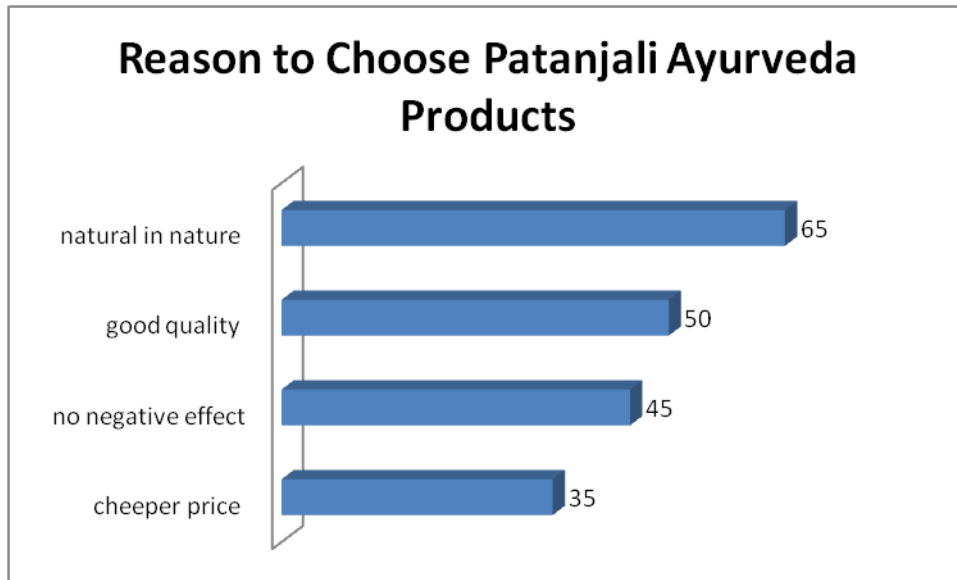
Patanjali product category	Weekly use	Monthly use	Yearly Use
Food product	85	15	-
Super food	45	52	13
Ayurvedic Body care	87	13	-
Immunity Booster	55	45	10
Ayurvedic medicine	49	45	6
Home care	78	12	10
Personal Care and Beauty	98	2	-
Toiletries	85	15	-
Grocery	85	15	-
Gourmet food	75	75	10
Pooja essentials	65	30	5



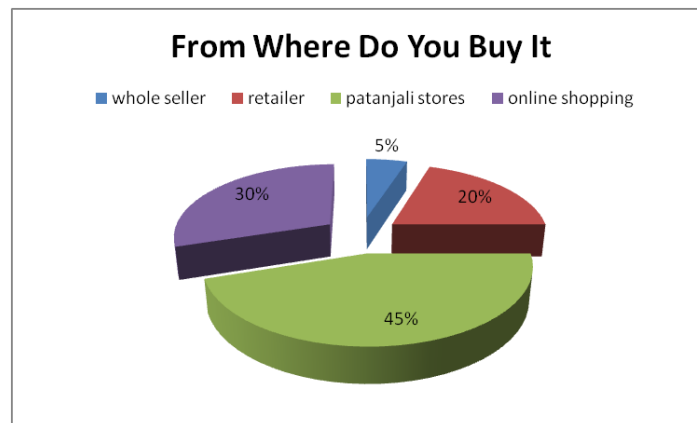
60% of people use patanjali product weekly And 40% of people use patanjali product monthly. As it depends upon the use of the product and which type of product it is.



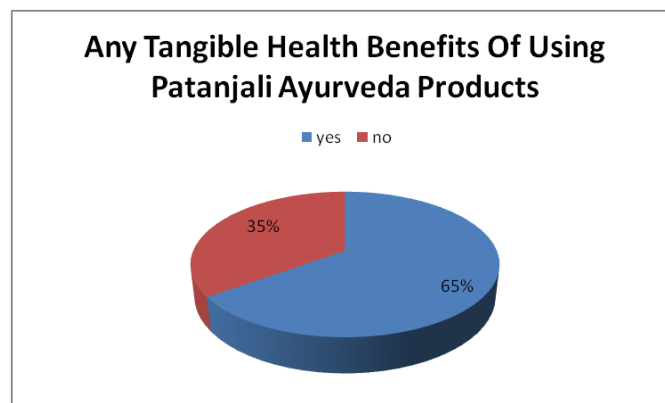
What I concluded is the maximum. Because people were satisfied with patanjali products, 75 people recommended patanjali products and 10 people complained about the use of patanjali products. Thirty-five people begged to recommend the product to others. And probably do not recommend the product to others because it is their personal opinion about the use of the product. Due to the limitations of our studies, we did not find accurate results with respect to the study.



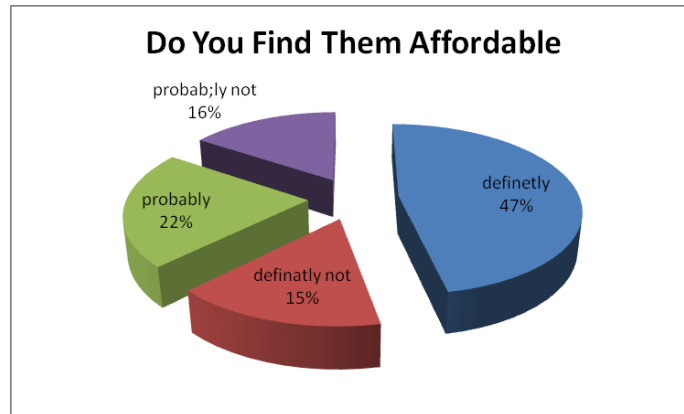
patanjali is for middle class, low class, middle age and children. So most people buy patanjali products on a cheaper and more budget basis for people from the middle class. Health conscious people naturally buy patanjali products from nature and have no negative consequences. So at an affordable price about 35 out of 100 random people buy patanjali. 45 people buy patanjali products because they have no negative effect. Fifty people prefer the patanjali product because of its good quality.



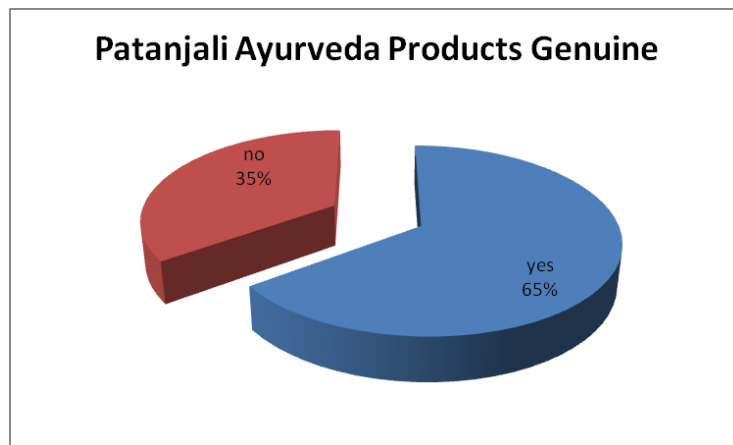
45% of people prefer to purchase the patanjali products from the patanjali stores itself. 5% purchase from wholesaler. 20% from retailer. 30% of people order online patanjali products.



Customers using patanjali products really felt a health benefit of using patanjali Ayurveda as patanjali products are naturally made. 35% of people dint felt any hard and fast benefits of using a patanjali product. But 65% felt betterment after using patanjali product.



She probably finds the maximum number of people the most suitable. Of the 100 people, 45 people are less expensive, while 25 out of 100 people can find them at the lowest prices and at the lowest price. Two of the 100 people who were randomly asked did not, but 35 did not.

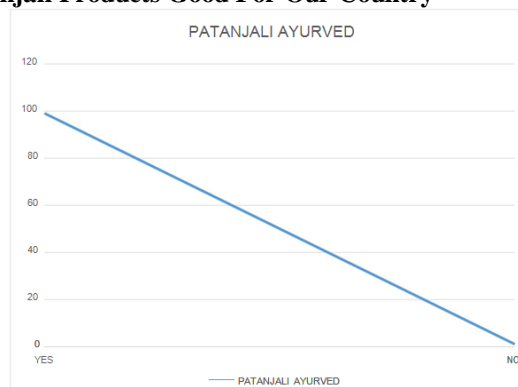


25 people out of 100 people said no that the patanjali products are not genuine, Whereas 75 people said that the patanjali products are genuine and natural. As patanjali products are naturally made without any preservatives and without any chemical substances. at's why maximum no. of population consider patanjali products genuine.



Most people do. We have said that it is better to buy patanjali products for the Indian economy because our exports are shrinking and our economy is stable in our economy. 90 out of 100 answers yes. Excessive use of the natural environment can be dangerous by saying no because ten out of 100 people think they are harmful to the natural environment. Employment will increase. (Also poverty line). The dependence on external products is low. (Drop in imports due to increased production)

Huge Rise of Indigenous Patanjali Products Good For Our Country



Patanjali products are manufactured in India. Every time we increase the sales of Patanjali products, our revenues decrease and this will have a clear impact on our economy. And it is one of the most important things to offer our customers healthy products that absolutely affect the health of our country and our country. Patanjali follows the road of "MAKE IN INDIA". About 99 out of 100 people believe that Patanjali Ayurveda is good for our country due to injuries. A decline in income will increase the value of Rs for foreign currencies and increase the value of currencies. This can also help to reduce spending on other large imports, such as oil and coal, which can increase significantly

III. SUGGESTIONS

1. Quality as the most influential factor in purchasing decisions. The price is also important for the purchase decision.
2. The plan always attracts more consumers for a certain brand. At the same time, before the final decision is taken, the consumer will give an idea of what he sees most in the product.
3. Price reductions and additional quantities are two important proposals / plans that consumers encounter when buying
4. People buy more products from the brand that fit the budget, more quantity + less costs + quality.
5. Because of the extra quantity with less or the same price, more satisfaction, quality and other factors, the consumer must switch to a different brand.
6. People are more qualitative and cost-oriented.
7. The consumer withholds the product name on the basis of the company name and the results of the company in the past.
8. There is too much demand for Patanjali products on the market. This is because the shortage regularly occurs in the market.

IV. CONCLUSION

Patanjali Ayurveda was a problem for many marketers in the field of personal marketing. Patanjali Ayurveda rattled the entire FMCG sector and caused an uprising in the industry in an era of pure enchantment. What is remarkable is that many people buy because of the pleasure value associated with the product. That is why patanjali attracts reliable brand customers, not price-sensitive customers. Will patanjali continue to grow at the same rate? Or will Patanjali and powerful players become a temporary bubble that will eventually seek a strategy to regain lost market share? Time will tell.

REFERENCES

- [1]. Kumar V, Jain A, Rahman Z, Jain A. Marketing through spirituality: A case of Patanjali Yogpeeth. *Procedia-Social and Behavioral Sciences*. 2014;133:481-90.
- [2]. Deb PK. Marketing Medical and Health Tourism in India. *Anvesha*. 2011;4(1):76.
- [3]. Soni P, Sandhu H. Patanjali: Reinventing Competitive Strategies in Indian FMCG Market. 2017.
- [4]. Shukla P, Shrivastav P. Patanjali-The Swadesi Tit. 2016.
- [5]. Rawal P. Indian Monk Who Wants A Billion-Dollar Company: A Yogic Business Revolution. *International Journal of Management Research and Reviews*. 2016;6(9):1169.
- [6]. Gupta N, Garg V. Desi Bustle v/s MNC Muscle: How Ramdev's Patanjali is setting trend for HUL.
- [7]. Sengar A, Sengar A, Sharma V, Sharma V, Agrawal R, Agrawal R. Market development through integrating value chains—a case of Patanjali Food and Herbal Park. *Emerald Emerging Markets Case Studies*. 2017;7(4):1-22.
- [8]. Yadav S. Rapidly Changing Marketing Channels of FMCG Companies-A Case Study of Patanjali Ayurved Limited.