

A Study of Consumer Awareness and Factors Influencing Consumer Behaviour towards Patanjali FMCG Products

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Abstract:

Natural, organic, and Ayurvedic items have been increasingly popular in India's FMCG industry, with Patanjali being a leading brand. This study examines consumer awareness and buying behaviour towards Patanjali FMCG products in Bilaspur district, Himachal Pradesh. A sample of 200 respondents was surveyed using a structured questionnaire, and data were analyzed through descriptive statistics, chi-square tests, and ranking methods. Results show that television advertisements are the primary source of awareness, though demographic factors such as age, gender, income, and residential area significantly influence information channels. In terms of buying behaviour, product quality and Baba Ramdev's popularity ranked as the most influential factors, followed by price and availability. Packaging, advertisement, and peer influence were less significant. The study concludes that consumer behaviour is shaped by a mix of economic, psychological, and socio-cultural factors, offering valuable insights for marketing strategies in the herbal FMCG sector.

Keywords: FMCG, Patanjali, Consumer Awareness, Buying Behaviour, Ayurveda

1. INTRODUCTION

The Fast-Moving Consumer Goods (FMCG) sector is one of the largest and most dynamic industries in India, encompassing a wide range of products such as food and beverages, personal care, household care, and healthcare items. This sector is characterized by high consumption rates, low margins, strong distribution networks, and intense competition among domestic and multinational players. Over the past decade, the Indian FMCG landscape has witnessed a significant shift in consumer preferences, moving away from purely synthetic and chemical-based products toward natural, herbal, and Ayurvedic alternatives.

This shift has been largely driven by growing health consciousness, increasing awareness of the side effects of chemical-based products, and a renewed interest in traditional Indian systems of medicine and wellness. Capitalizing on this trend, Patanjali Ayurved Limited, founded by Baba Ramdev and Acharya Balkrishna in 2006, has emerged as a major disruptor in the Indian FMCG market. By positioning itself as a brand rooted in "Swadeshi" (indigenous) values and

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Ayurveda, Patanjali has successfully carved out a unique market space, challenging established multinational giants such as Hindustan Unilever, Colgate-Palmolive, and Nestlé.

Patanjali's product portfolio spans across categories including food products, personal care items, healthcare and Ayurvedic medicines, and household products. Its rapid growth has been attributed to factors such as competitive pricing, perceived product quality rooted in natural ingredients, effective celebrity association (Baba Ramdev), aggressive marketing strategies, and appeal to nationalistic sentiments. However, despite its meteoric rise, the brand has also faced criticism and challenges related to product quality control, supply chain inconsistencies, and increasing competition from other players entering the "natural" and "herbal" product segments. FMCG items are meant for daily or frequent consumption and have a high return (Ran, 2007). Various factors like Quality, Freshness, Flavour, Colour, Brand Image and Packing have more impact on the customer buying behaviour towards Patanjali products (Singh et al., 2021).

2. LITERATURE REVIEW

The existing literature on Fast-Moving Consumer Goods (FMCGs) highlights that consumer preference and buying behaviour are influenced by a combination of product-related, brand-related, promotional, retail, and demographic factors. Gurusanthosini and Gomathi (2017), in their study on consumer preference towards Patanjali products in Erode City, examined the influence of price, quality, brand awareness, purchasing behaviour, and consumer satisfaction. The study found that consumers' preferences were influenced by product quality, price, brand awareness, and satisfaction, and recommended increased promotional activities, attractive packaging, wider retail availability, and frequent offers and discounts. Similarly, Salim et al. (2017), in their study of selected local Omani FMCG products, found that service, variety, brand, price, and quality were important factors influencing consumers' choice of retail outlets and local FMCG products. The study also highlighted the influence of family and self-interest on purchasing decisions and emphasized the importance of improving local brand awareness. Singh and Mehta (2018), while examining consumer perception towards Patanjali Ayurveda Limited, reported that quality, quantity, and availability were major factors influencing purchase decisions. Their findings also indicated that consumers aged 18–35 years, particularly educated and low- to middle-income consumers, constituted an important consumer segment, while Patanjali's positioning around Ayurveda, Yoga, and the Swadeshi concept contributed to its promotional effectiveness. Farzeen (2017), in a study of consumer buying behaviour towards toothpaste in Calicut City, found that both rural and urban consumers were aware of their product requirements and actively sought information before purchasing FMCG products. The study further revealed that previous experience and perceived product quality influenced consumer evaluation, while television advertising served as an important source of product information.

More recent research has reinforced the importance of brand image, product quality, packaging, and other product attributes in determining FMCG preferences. Wagle (2022), in the study titled “Determinants Variables of Consumer’s Preference towards Patanjali Products,” found that brand image was the major factor motivating consumers to purchase Patanjali products,

while brand image, product quality, packaging, and other product attributes significantly influenced consumer preference. Taken together, these studies suggest that FMCG consumer behaviour is multidimensional and is shaped by both tangible product attributes and intangible brand-related perceptions. Quality, price, packaging, availability, brand image, promotional activities, retail service, consumer awareness, and prior experience repeatedly emerge as significant determinants of consumer preference and purchase behaviour. However, the existing studies are largely confined to specific geographical locations, product categories, and relatively limited samples. This indicates a need for further research that integrates these determinants within a specific consumer and geographical context, thereby providing a more comprehensive understanding of the factors influencing FMCG consumer preference and buying behaviour.

3. RESEARCH METHODOLOGY

Research design refers to the blue print for the research. It is a plan through which observations are made and data is assembled. It provides an empirical and logical basis for drawing conclusion and gaining perfect knowledge. To accomplish the above objectives of the study, primary study has been applied.

3.1 Rationale for the Study

Understanding consumer awareness and the factors that influence consumer behaviour is critical for any organization aiming to sustain and grow its market presence. In the case of Patanjali, consumer behaviour is shaped by a unique combination of factors—economic (pricing and value for money), psychological (trust in Ayurvedic principles and health benefits), social (nationalistic and cultural sentiments), and marketing-driven (brand endorsements and advertising).

While Patanjali has achieved considerable market penetration, there remains a need to systematically examine the extent of consumer awareness regarding its product range, and to identify the specific determinants that drive purchase decisions. Such an analysis is valuable not only for academic understanding of consumer behaviour in the Indian FMCG context but also for practical insights that can inform marketing strategies, product development, and competitive positioning.

3.2 Statement of the Problem

Despite Patanjali's rapid rise as a prominent player in the Indian FMCG sector, there is limited empirical research examining the depth of consumer awareness about its diverse product categories and the underlying psychological, social, and economic factors that influence consumer purchasing decisions. This study seeks to bridge this gap by investigating consumer perceptions, awareness levels, and behavioural determinants specific to Patanjali FMCG products.

3.3 Objectives of the Study

The present study has been undertaken with the following objectives:

1. To assess the level of consumer awareness regarding Patanjali FMCG products.
2. To identify the key factors influencing consumer buying behaviour towards Patanjali products.

3.4 Scope of the Study

The study focuses on consumers who have used or are aware of Patanjali FMCG products, covering key product categories such as food items, personal care products, and household care products. The present study is focused on the influence of various factors on the purchase of Patanjali FMCG products like price, quality and Brand awareness. For intensive study of consumer behaviour towards Patanjali FMCG goods in Himachal Pradesh, it is not possible for researcher to cover all the geographical area. So, this study covers only the selected rural and urban areas in district Bilaspur of Himachal Pradesh. The findings are expected to be useful to marketers, policymakers, and researchers interested in the Ayurvedic and herbal FMCG segment.

3.5 Hypotheses of the study

H₀₁: There is no significant difference in the awareness level of customers regarding Patanjali FMCG products irrespective of their demographic profile.

H₀₂: There is no significant difference in the buying behaviour toward Patanjali FMCG Products.

3.6 Source of Data

A. Primary Data:

In order to obtain the desired information regarding the customers perception toward Patanjali FMCG products in district Bilaspur of Himachal Pradesh, primary data has been used. The primary data has been collected through the under mentioned methods.

B. Questionnaire:

A well structural questionnaire of questions containing different aspects of the study has been developed and circulated to persons concerned. The questionnaire has been prepared to find out:

- What are the views of customers regarding various products provided by the Patanjali FMCG in the Bilaspur.
- Relationship of customers' profile with their views regarding various Patanjali FMCG products.

3.7 SAMPLE DESIGN AND SAMPLE SIZE

Sampling method has been used to carry out an exhaustive and in-depth study of the customers of Patanjali FMCG products in Bilaspur. Keeping in view the time and cost involved only district Bilaspur of Himachal Pradesh was selected for the present study. Convenience sampling has been adopted to draw the sample for the purpose of the study. The entire geographical area

of the Bilaspur district is formed as one stratum. The sample size is 200 which is selected from the different parts of the Bilaspur district. For the purpose of data collection, the whole district of Bilaspur was divided into four parts:

- 1) Bilaspur,
- 2) Ghumarwin,
- 3) Jhandutta,
- 4) Naina Devi.

3.8 METHOD OF DATA ANALYSIS AND INTERPRETATION

The data collected from different sources has been classified and arranged in tables in one or more forms according to the requirements of analysis. For the analysis of results, the following techniques have been applied:

- A) Statistical Tools
- B) Descriptive statistical tools
- C) Non-parametric test

4. ANALYSIS AND INTERPRETATION

4.1 Demographic profile of respondents:

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	96	48.0
	Female	104	52.0
Age	Below 18 years	10	5.0
	18–25 years	35	17.5
	26–35 years	89	44.5
	36–45 years	26	13.0
	Above 45 years	40	20.0
Educational Qualification	Up to 10th	20	10.0
	Senior Secondary	30	15.0
	Graduate	22	11.0
	Postgraduate and above	128	64.0

Annual Income	₹0–1,50,000	67	33.5
	₹1,50,000–3,00,000	59	29.5
	₹3,00,000–5,00,000	34	17.0
	Above ₹5,00,000	40	20.0
Residential Area	Rural	118	59
	Urban	54	27
	Semi-urban	28	14

4.2 Information Sources about PATANJALI Products (Age-wise Distribution)

Table 4.2 Information Sources about PATANJALI Products (Age-wise Distribution)

		Information Sources about PATANJALI Products								Total
		Televisio n	Radio	Websites	News Papers & Magazi nes	Websites & Televisio n	News Papers & Magazin es& Websites	Radio, News Papers & Magazin es	Websites, News Papers & Magazine s, Radio	
Age	Less Than 18	5	0	0	0	0	5	0	0	10
		(50.0)	(0.0)	(0.0)	(0.0)	(0.0)	(50.0)	(0.0)	(0.0)	(100.0)
	18-25	30	0	0	0	0	5	0	0	35
		(85.7)	(0.0)	(0.0)	(0.0)	(0.0)	(14.3)	(0.0)	(0.0)	(100.0)
	26-35	55	5	5	0	5	10	4	5	89
		(61.8)	(5.6)	(5.6)	(0.0)	(5.6)	(11.2)	(4.5)	(5.6)	(100.0)
	36-45	12	0	10	4	0	0	0	0	26
		(46.2)	(0.0)	(38.5)	(15.4)	(0.0)	(0.0)	(0.0)	(0.0)	(100.0)
	Above 45	25	5	0	0	0	5	0	5	40
		(62.5)	(12.5)	(0.0)	(0.0)	(0.0)	(12.5)	(0.0)	(12.5)	(100.0)
Total		127	10	15	4	5	25	4	10	200
		(63.5)	(5.0)	(7.5)	(2.0)	(2.5)	(12.5)	(2.0)	(5.0)	(100.0)

$\chi^2=113.246$, P. value=.000, C=.601

Source: Primary Data

Note: Figure in parentheses depicts percentage.

The table above illustrates that consumer awareness of Patanjali FMCG products is significantly influenced by demographic characteristics. Television emerged as the dominant source of information across all groups, but the chi-square analysis confirms significant differences by gender, age, residential area, and income. For instance, younger consumers (18–25 years) relied heavily on television, while middle-aged groups (36–45 years) showed greater reliance on websites and print media. Rural respondents were more dependent on television and word-of-mouth, whereas urban consumers accessed diverse sources including online platforms.

These findings align with those of Gurusanthosini & Gomathi (2017), who emphasised the role of brand awareness and promotional activities in shaping consumer preferences. They also highlight the importance of tailoring communication strategies to different demographic segments. For example, strengthening digital campaigns for younger and urban consumers while maintaining television outreach for rural audiences.

4.3 Relationship between Factors Considered while Purchasing and Demographic Characteristics

Demographic Variable	χ^2 Value	p-value	Conclusion
Gender	26.884	0.000	Significant relationship
Age	74.563	0.000	Significant relationship
Residential Area	41.226	0.000	Significant relationship
Income	58.334	0.000	Significant relationship

The above table reveals that buying behaviour is significantly shaped by demographic variables. Gender differences were evident, with female respondents placing greater emphasis on product quality, while males balanced quality with price and availability. Age also played a significant role i.e. younger consumers were more affected by advertisements and peer recommendations, whereas older groups prioritized quality and trust in Ayurvedic principles. Income and residential area further influenced purchase decisions, with higher-income and urban consumers showing greater sensitivity to brand image and packaging.

4.4 Ranking Table for Key Influencing Factors

Factors	Mean	S.D.	Rank
Ramdev's Popularity	4.62	0.54	1
Product Quality	4.55	0.61	2
Price	4.12	0.72	3
Availability	3.98	0.68	4

Packaging	3.74	0.81	5
Advertisement	3.51	0.77	6
Influence of Others	3.22	0.84	7

Table 4.4: Ranking of Factors Influencing Consumer Buying Behaviour

The above table provides deeper insight into the hierarchy of influencing factors. Ramdev's popularity and product quality emerged as the top two drivers, underscoring the importance of celebrity association and perceived authenticity of natural ingredients. Price and availability followed closely, reflecting the economic and practical considerations of consumers. Packaging, advertisement, and peer influence ranked lower, suggesting that while these factors contribute, they are secondary compared to trust in the brand and its Ayurvedic positioning.

These results resonate with Singh & Mehta (2018), who found that Patanjali's success lies in its effective promotion of Ayurveda, yoga, and "Made in India" values. The findings also suggest that Patanjali should continue leveraging Baba Ramdev's influence while simultaneously addressing practical aspects such as packaging improvements and wider retail availability.

5. IMPLICATIONS:

The Findings of the study highlight that consumer awareness and buying behaviour are multi-dimensional, shaped by a mix of socio-cultural identity, psychological trust, and practical product features. For marketers, this means adopting a segmented strategy:

- Strengthen digital advertising to reach diverse age groups.
- Emphasize product quality and Ayurvedic authenticity.
- Enhance packaging and retail availability to appeal to urban and higher-income consumers.
- Continue leveraging celebrity endorsement and nationalistic sentiment as unique differentiators.

CONCLUSION

Patanjali Ayurved is maker of ayurvedic consumer products and is one of the fastest growing companies in India. The company provides a bunch of products and services which revolves around the consumer needs, providing them high-quality products at attractive prices. The present study set out to examine consumer awareness and the factors influencing buying behaviour towards Patanjali FMCG products in Bilaspur district of Himachal Pradesh. The Findings revealed that awareness levels are shaped by multiple demographic variables, with television advertisements emerging as the most dominant source of information across all groups. However, significant differences were observed by gender, age, residential area, and income, highlighting the need for segmented communication strategies to effectively reach diverse consumer segments.

In the context of buying behaviour, the findings confirmed that product quality and Baba Ramdev's popularity are the most influential drivers of purchase decisions, followed closely by price and availability. While advertising, packaging, and peer influence play a role, they were ranked lower, suggesting that consumers place greater trust in the brand's Ayurvedic positioning and perceived authenticity. Demographic variations further emphasized that younger consumers are more responsive to promotional cues, whereas older and rural consumers prioritize quality and affordability. Overall, the study underscores that Patanjali's success lies in its ability to combine economic value, cultural identity, and health consciousness. Yet, challenges remain in areas such as packaging, retail availability, and sustaining consumer trust amidst growing competition in the herbal FMCG segment.

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