
GREEN PRODUCTS FROM PATANJALI: SWOT ANALYSIS

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Abstract

Purpose: The study's objective is to examine the Patanjali product line in order to assess the advantages and disadvantages of the company running a green business. **Design, technique, and strategy:** The main source of data came from 173 Patanjali product users in the Udaipur district. We employed non-experimental quantitative surveys, constructed structured questionnaires, manually distributed the questionnaires, and conducted direct interviews. 200 participants were initially surveyed, however only 157 of the replies were helpful. 43 replies were therefore disengaged. The population's sample was chosen at random. **Findings:** With a few flaws and risks for the company, the results showed that Patanjali product users are happy from the standpoint of numerous metrics studied. The SWOT framework, developed based on the research's Likert statements, is included in the paper. **Research limitations/implications:** Because data were collected at random, it is not fair and just to divide respondents between Saudis and non-Saudis. The research is dominated by the Saudi populace. **Practical ramifications:** The survey sheds light on respondents' attitudes regarding utilising green Patanjali items by examining their opinions. Knowing this is crucial for creating a long-term company plan. **Originality/Value:** This article presents the replies of the respondents to the framed statements on a five-point Likert scale in an intriguing manner. We were able to determine their perspectives on using Patanjali Ayurvedic items thanks to their ratings.

Keywords: SWOT Frame, Patanjali Ayurveda, Green marketing.

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Introduction

The practise of "green marketing" has grown in significance in the contemporary marketplace. This concept made it possible to remarket and package pre-existing products. Additionally, the development of green marketing has made it possible for businesses to label their products differently. India is the worldwide leader in the potential for green IT, according to a recent global corporate study. Among the businesses that have so far been successful with their green marketing strategies are Apple, HP, Microsoft, IBM, Intel, Sony, and Dell. Environmental pressures are becoming more and more prevalently recognised by people worldwide. In order to accomplish the objectives of a business, marketers must effectively use available resources without wasting them since human demands are limitless but resources are scarce.

In light of our study, we have concentrated on Patanjali as a business that engages in green production in an effort to improve the environment. Recent years have seen a rise in the importance of sustainable development due to the substantial environmental issues that the majority of nations are currently experiencing. Growth that comes at the expense of excessive exploitation of natural resources is no longer encouraged. Studying environmentally friendly businesses and their contribution to the growth of the nation is crucial in this context. The organisation that has the least negative effects on politics, society, and the economy is a sustainable business or green firm. The government has helped green organisations in this way. The desire for eco-friendly products has also grown. Because they are more aware of environmental challenges and moral obligations, skilled individuals favour environmentally friendly products. Popular green goods company

Patanjali. In order to explore the prospects and difficulties facing green firms, a selection of products under the Patanjali brand are being analysed. 173 Patanjali customers in the Udaipur district provided the main source of data. In order to learn more about the products, price, pricing, customer happiness, marketing strategy, and business issues, the sales outlets were visited. The Internet, books, and scholarly publications are primary sources of information. This essay provides an overview of Patanjali goods' sustainability.

“There is a simple rule about the environment. If there is waste or pollution, someone along the line pays for it” -Lee Scott, Chief Executive, Wall-Mart. The quote specifies the non-secondary value of saving our environment, for which green selling is the only option. The roots of India lie in Ayurveda. Patanjali has explored and developed the traditional Ayurvedic India and has successfully placed its products on the hitlist of respondent's consumption sheet, on which COVID remedy is also no exception to it.

Review of Literature

2018's Malarvizhi & Devi Indian consumers are mostly divided between urban and rural areas, which draws the attention of international marketers. India is viewed by international corporations as one of the largest growing markets. Customers in this century are more concerned with maintaining their quality of life and seeking for items that will both safeguard their health and provide them total satisfaction. A buyer's mentality will determine what they will purchase. The benefits of the brand's quality, particularly in the food and cosmetics industries, have an impact on the decision and continued usage of that brand over time. This survey also tries to determine consumer satisfaction with current and anticipated Patanjali goods.

2017 (Jaggi & Ghosh) Through a survey in Pune City, this study seeks to determine how the Patanjali brand is perceived by consumers. According to responses to a closed-ended questionnaire, Patanjali's success was mostly attributed to favourable price, consistent product quality, and successful communication strategies. The following elements were found to be the most crucial in influencing customers' decisions to purchase Patanjali products: marketing strategy, product consistency, favourable price, Baba Ramdev brand image, and market awareness.

2017 (Kapoor & Chaudhary) (2017) Sengar, Sharma, and Agrawal (Gupta, 2016) 2016 (Raju & Rahul) When it affects consumers' purchasing decisions, marketing by religion has come under scrutiny. As a result, religious organisations produce and promote their own products to control the market. Yoga and pranayam are viewed as components of spirituality in this study, and it is noted that individuals typically rely on a spiritual guru to do yoga and pranayam. The most well-known yoga and pranayama teacher in India is Swami Ramdevji, who also founded the Patanjali Yogpeeth, which has produced a number of FMCG and Ayurvedic goods. The case study and success story of Patanjali Yogpeeth are used in this essay to examine marketing via spirituality. Through in-person, unstructured interviews with several Patanjali Yogpeeth personnel, the study employs a qualitative methodology to collect data. The study demonstrated how yoga and pranayam are extremely effective spiritual marketing methods that influence the behaviour of large numbers of consumers. The greatest organisation to study this topic is Patanjali Yogpeeth., (2016) Urban and rural areas dominate the Indian client sector, attracting global marketers. India is one of the primary potential expansion possibilities for multinational corporations. Favorable demographic density and growing disposable incomes will be the main drivers of consumer demand growth in India. Through a purchasing mentality, the customer can acquire a product. This study aims to understand why customers like Patanjali products. Homegrown Patanjali ayurvedic businesses include those in food, CPGs, and healthcare. The company is anticipated to reach fiscal

year 2020 sales of Rs. 20,000 crore (IIFL Institutional Equities Report). The study also seeks to establish customer perceptions of current and future Patanjali products.

(Jain, Rahman, Kumar, & Jain, 2014) The case study and success story of Patanjali Yogpeeth are used in this essay to examine marketing via spirituality. Through in-person, unstructured interviews with several Patanjali Yogpeeth personnel, the study employs a qualitative methodology to collect data. The study demonstrated how yoga and pranayam are extremely effective spiritual marketing methods that influence the behaviour of large numbers of consumers. The ideal institution to do this study is Patanjali Yogpeeth.

Objectives of the Study

The following are the study's main goals:

1. To identify the level of satisfaction of respondents consuming Patanjali Products,
2. To design a SWOT frame on the basis of respondent's opinion

Research Methodology

The majority of the study's data was gathered directly from 173 Patanjali customers in the Udaipur district. In order to learn more about the products, price, pricing, customer happiness, marketing strategy, and business issues, the sales outlets were visited. The Internet, books, and scholarly publications are primary sources of information. After gathering the data, the finalised 12 essential statements from the initial 20 Likert statements were formed into a SWOT frame. This essay provides an overview of Patanjali goods' sustainability and environmental friendliness. Mean, chi-square, t-test, standard deviation, and SWOT analysis are some of the methods used for statistical analysis of data. The application is SPSS 21.

Analysis of Data

For the goal of creating a SWOT frame for the well-known Ayurvedic company Patanjali, the respondents were given a list of Likert statements from which to select. This list is shown in the table below. Twelve statements in all were constructed using Likert scales in mind. The respondents were asked to rate themselves on a five-point Likert scale from strongly disagree to strongly agree. Mean, standard deviation, and t-value were also computed and are all discussed in detail in the diagrams that follow the table.

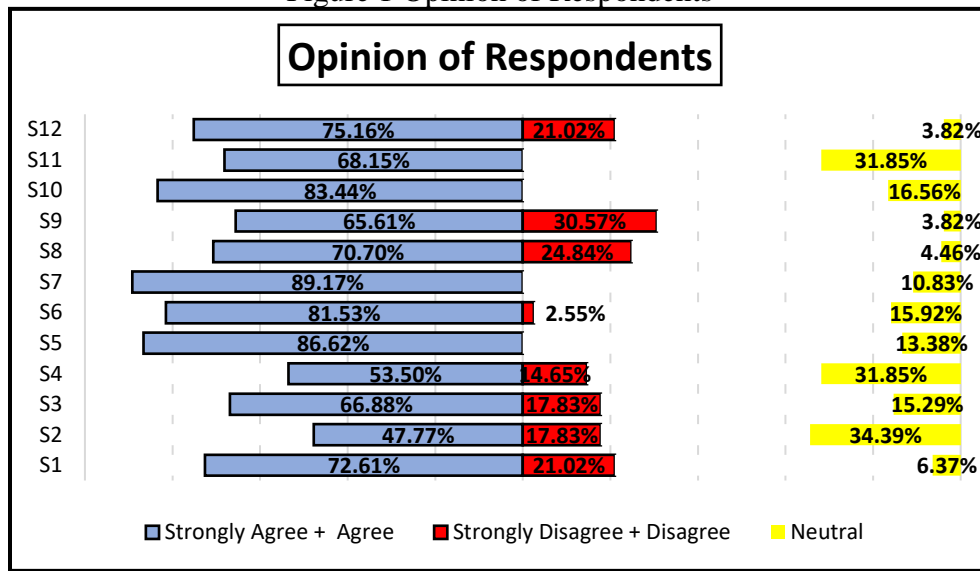
Table 1 Likert Statement

S No.	Statement		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Sig. (2-tailed)
								St Dev	t-test
S1	Patanjali products are of high quality	n	20	13	10	55	59	3.76	.000
		%	12.74	8.28	6.37	35.03	37.58	1.369	3.992
S2	The price range is reasonable	n	12	16	54	57	18	3.34	.000
		%	7.64	10.19	34.39	36.31	11.46	1.059	9.107
S3	Location of Patanjali outlets are	n	7	21	24	33	72	3.90	.000
		%	4.46	13.38	15.29	21.02	45.86	1.244	6.715

	convenient to reach								
S4	Patanjali should focus on advertisements to foster its sales	n	5	18	50	53	31	3.55	.000
		%	3.18	11.46	31.85	33.76	19.75	1.034	29.283
S5	Continuous use leads to gastric problems which may hamper its future use	n	0	0	21	13	123	4.65	.000
		%	0.00	0.00	13.38	8.28	78.34	0.706	22.902
S6	Products have a bright future	n	0	4	25	8	120	4.55	.000
		%	0.00	2.55	15.92	5.10	76.43	0.850	31.491
S7	There is shortage of quantity at stores	n	0	0	17	18	122	4.67	.000
		%	0.00	0.00	10.83	11.46	77.71	0.664	6.744
S8	Patanjali products are eco-friendly	n	20	19	7	41	70	3.78	.000
		%	12.74	12.10	4.46	26.11	44.59	1.444	5.164
S9	The products have a satisfactory performance	n	27	21	6	29	74	3.65	.000
		%	17.20	13.38	3.82	18.47	47.13	1.577	26.414
S10	Increase in competition as a result of entry of new firms.	n	0	0	26	11	120	4.60	.000
		%	0.00	0.00	16.56	7.01	76.43	0.758	16.970
S11	No Adequate Treatment centre along with Patanjali chemist shops	n	0	0	50	22	85	4.22	.000
		%	0.00	0.00	31.85	14.01	54.14	0.903	7.946
S12	Packaging is eco-friendly	n	29	4	6	18	100	3.99	.000
		%	18.47	2.55	3.82	11.46	63.69	1.567	.000

The Figure 1 below represents opinion of respondents, as given by them in the five-point Likert scale. It represents the three choices of the respondents, viz; the agree range (strongly agree + agree), the disagree range (strongly disagree + disagree) and the neutral range.

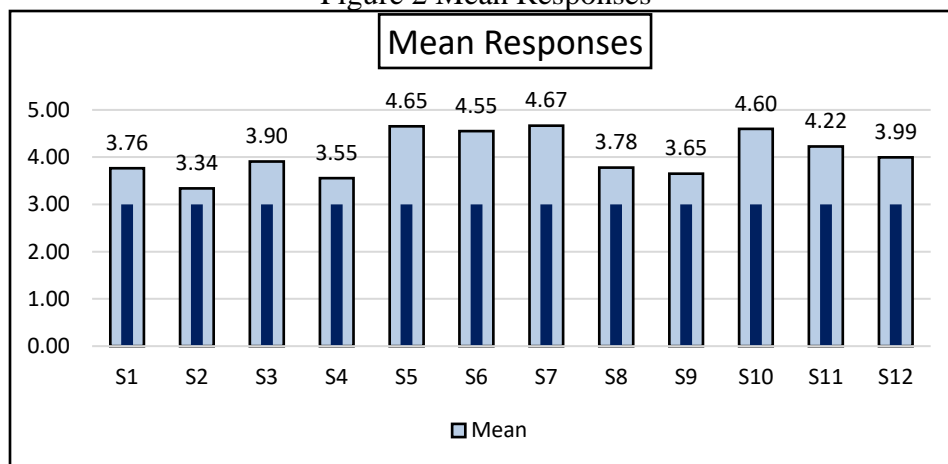
Figure 1 Opinion of Respondents



The Table 1 and Figure 1 depict that, overall, the chart is dominated by agree statements. Of all the 12 statements, most of the responses are in the agree forum (blue bars) and with a respectable percentage. Only two statements, i. e., S2 and S4 are below 60% agreement from the overall choice sheet, rest all the statements have been agreed by more than 65% of the respondents. In the same pattern, the disagree forum (red bars) says that the unsatisfied respondents are not more than 31% from the 173 respondents under study. From the neutral range, it can be seen that not more than 35% of the respondents were neutral to the statements of Likert. Thus, we can conclude that the respondents of Patanjali Ayurveda products hold strong positive vibes for the products they use. The statements and the response sheet enabled us to develop a SWOT frame for the company which could definitely be beneficial for the company as well as for the readers.

The Figure 2 below represents the overall mean responses of the respondents from the above table.

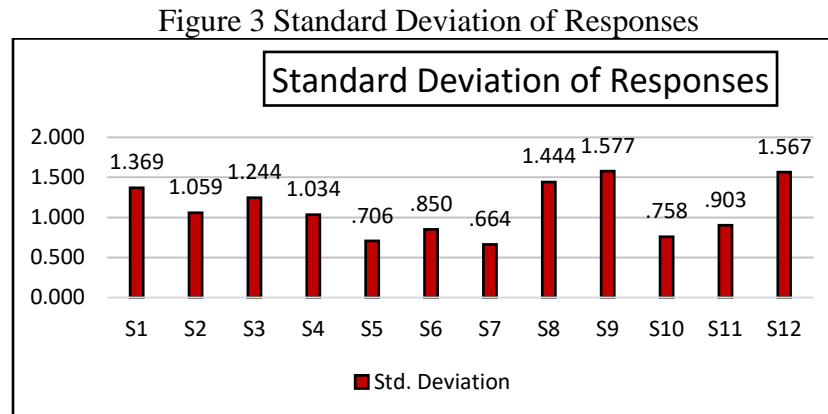
Figure 2 Mean Responses



The results reveal that overall mean score was not less than 3 for any of the 12 statements under study. The statements which have mean responses more than 4 are the once which have been strongly agreed for by the respondents on the Likert response sheet, S5, S6, S7, S10 and S11 are

the five statements that are strongly agreed by the respondents. Rest 7 statements, viz; S1, S2, S3, S4, S8, S9 and S12 come under the agree range. Nevertheless, the mean score did not fall below 3 in any case, which reflects that Patanjali users are happy using the products and have less problems with it.

The Figure 3 below represents the overall value of standard deviation of the respondents from the above table 1.



The rule of thumb with regard to standard deviation states that, the statements with value less than 1 have consistent responses and those with value more than 1, have varied and different responses. From the above table, S5, S6, S7, S10 and S11 are having standard deviation value less than 1 and S1, S2, S3, S4, S8, S9, S12 have value more than 1. Apparently, the statements are deemed to be consistently or differently answered.

Table 2 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.742
Bartlett's Test of Sphericity	Approx. Chi-Square	1716.468
	df	66
	Sig.	0.000

Table 2, To check the Sampling adequacy of the data, KMO and Bartlett test was applied to check the appropriateness of factor analysis and the result came out to be, 0.742, which indicates that the sample fulfils the preliminary necessary condition and is effective to derive factors. Thus, factor analysis can be considered fruitful and just with regard to the present data. The chi-square value, viz; 1716.468 also satisfies that the sample is worth suitable for derivation of factors.

Table 3 Factor Analysis

Factor	S No	Statement	1	2	3	4	% of Variance	Cumulative %
Stre	S1	Patanjali products are of high quality	.957				39.44	39.44

	S12	Packaging is eco-friendly	.938					
	S8	Patanjali products are eco-friendly	.937					
	S3	Location of Patanjali outlets are convenient to reach	.866					
	S9	The products have a satisfactory performance	.795					
	S2	The price range is reasonable	.769					
Opportunity	S6	Products have a bright future		.896			15.92	55.35
	S4	Patanjali should focus on advertisements to foster its sales		.839				
Threat	S10	Increase in competition as a result of entry of new firms.			.926		15.63	70.98
	S5	Continuous use leads to gastric problems which may hamper its future use			.900			
Weakness	S11	No Adequate Treatment centre along with Patanjali chemist shops				.900	14.48	85.46
	S7	There is shortage of quantity at stores				.838		

Findings and Conclusions: SWOT Frame

Likert statements, after being satisfied with the results as provided by the KMO Bartlett tests, were synthesized and filtered to design a SWOT frame for the 12 Statements of Likert. Table 3 represents SWOT of the statements on Likert and their bifurcation into strengths, weaknesses, opportunities and threats for Patanjali Ayurveda. The details of factors are as follows:

1. Strengths: From the list of 12 Likert statements, six statements have been identified as Strengths to the business run by Patanjali Ayurveda. Those are S1 Patanjali products are of high quality, S12 Packaging is eco-friendly, S8 Patanjali products are eco-friendly, S3 Location of Patanjali outlets are convenient to reach, S9 the products have a satisfactory performance and S2 the price range is reasonable. All these factors together contribute to the company being the 'star' of the country. It is strongly recommended that the company keeps working in same effective direction as it is doing it now.

- 2. Weaknesses:** From the list of 12 Likert statements, two statements have been identified as Weaknesses to the business run by Patanjali Ayurveda. Those are S11 and S7, which are named as No Adequate Treatment centre along with Patanjali chemist shops and there is shortage of quantity at stores respectively. These are the two factors that were identified as weaknesses which may ruin the star business, if not taken good care of by the company. These two problems which are encountered by the customers who are very regular to the stores selling Patanjali products.
- 3. Opportunities:** From the list of 12 Likert statements, two statements have been identified as Opportunities to the business run by Patanjali Ayurveda. Those are S6 and S4, which are named as Products have a bright future and Patanjali should focus on advertisements to foster its sales respectively. Responses of the sample were of a firm opinion that if these factors are taken due care off, it will prove to be highly favourable for the firm and may even take the company to zeniths of success.
- 4. Threats:** From the list of 12 Likert statements, two statements have been identified as threats to the business run by Patanjali Ayurveda. Those are S10 and S5, which are named as Increase in competition as a result of entry of new firms and Continuous use leads to gastric problems which may hamper its future use respectively. These are the two points that are not being taken care of by the company a big deal, which may pose a big threat to the star image of the firm as after the success of Patanjali, various other Ayurveda based firms have started getting into the business, though it seems really difficult that they will ever be able even get closer to it.

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