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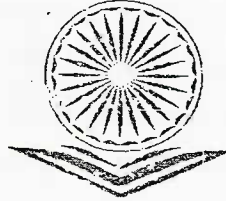
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3. Consumer Preference and Perception towards Patanjali Products in Goa

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Abstract

In Indian scenario, perceptions and preferences about a particular brand are important because Indian consumers rely on the perception of their near and dear ones before actually buying or using the product. Perceptions are highly subjective and thus easily distorted. The qualm of buying and not buying continues into the mind or the black box of the prospective consumer unless his decision is not supported by many. Thus in order to survive in the marketing environment of a developing country like India, brands need to be positioned in the minds of consumers. India is already an attractive destination for brands to set in due to favourable marketing conditions. Patanjali Ayurved Limited, a Haridwar based Indian FMCG company has become the fastest growing Indian FMCG organization till date and its growth rate has created high benchmarks for competition to emulate. This study makes an attempt to understand the consumers' preference and perception towards Patanjali products in the state of Goa. For the purpose of the study 150 respondents from across the state of Goa were surveyed and their responses analysed. The study concludes that most of the consumers are satisfied with Patanjali products and neither gender nor religion has an influence on the usage of Patanjali products in the state of Goa.

Keywords: Patanjali, Consumer, Preference, Perception.

Introduction

The Indian consumer segment is broadly segregated into urban and rural markets, and is attracting marketers from across the globe. Global corporations view India as one of the key markets from where future growth is likely to emerge. The growth in India's consumer market is primarily driven by a favourable population composition and increasing disposable incomes.