

CUSTOMER BUYING BEHAVIOUR AND PERCEPTIONS TOWARDS PATANJALI PRODUCTS

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ABSTRACT

Psychologists explain the motivation that underlines buying behaviour, the perceptions individuals have of themselves and the products they buy. The internal and external forces and influences interact in highly complex ways, affecting the individual's total pattern of behaviour as well as his buying behaviour. Consumer perception refers to the thoughts, emotions, and assumptions that consumers have about your brand. It is crucial for increasing client retention and loyalty as well as brand recognition and reputation. Patanjali Ayurveda is an Indian multinational conglomerate holding company, based in Haridwar, India. They value the consumers and they believe by providing quality products a quality life for them can be created. This is the primary apprehension and thus, they try to take every measure to ensure quality like the Unique ID system to stop fake products. They recognize farmers as our main assets. They provide herbal and organic products on contract farming. The company takes various initiatives for farmers to raise their income and provide surety towards sale of their produce. This study aims to examine customers buying behaviour towards patanjali products, the study also analyses customers perception towards patanjali products.

KeyWords: Patanjali Products, Customers Perception , Buying behaviour.

INTRODUCTION

CONSUMER BUYING BEHAVIOUR

Consumer buying behaviour refers to the decisions made by customers before, during, and after acquiring products and services for domestic consumption. Simply said, it refers to the

purchasing habits of ultimate individual and family customers who purchase products and services for their own use.

FACTORS INFLUENCING CONSUMER BUYING BEHAVIOR

Consumer buying behavior or decision is influenced by various factors. A short explanation of these factors affecting consumer buying behavior as follows:

ECONOMIC FACTORS:

The economic level or income level of the consumer largely affects his pattern of buying goods and services. The higher the income level of the consumer, the higher purchasing power may he have and make purchases. A consumer's family income also affects his buying behavior.

SOCIO-CULTURAL FACTORS:

It is connected to the consumer and his family, as well as to the ideals, standards, and spending habits of the society. One straightforward illustration is how different cultures and holidays have had a big impact on consumers' purchasing decisions.

PSYCHOLOGICAL FACTORS:

It is related to the consumer's various psychological matters such as motivation, perception, personality, learning, personal beliefs, and attitudes.

DEMOGRAPHIC FACTORS:

The demographic factor of consumer buying behavior is related to age structure, sex group, family size, occupation, education, marital status, religious group, etc.

PSYCHO-ANALYTIC FACTORS:

Last but not least, a psychoanalytic aspect of consumer purchasing behaviour is linked to the id, ego, and superego of the consumers.

CONSUMER PERCEPTION

Consumer perception refers to the thoughts, emotions, and assumptions that consumers have about your brand. It is crucial for increasing client retention and loyalty as well as brand recognition and reputation. When it comes to products, services, brands, and everything else, we all have prebuilt beliefs and expectations that influence how we perceive experiences and ultimately our response to them.

Customer perception is a process where a customer collects information about a product and interprets the information to make a meaningful image about a particular product. When a customer sees advertisements, promotions, customer reviews, social media feedback, etc. relating to a product, they develop an impression about the product

Positive customer perceptions can influence whether your customers believe your values are similar to theirs and whether they can trust your brand to meet their needs. This can influence whether customers return to purchase more, or whether they choose a competitor. Three loyalty

metrics – customer satisfaction, likelihood to recommend, and likelihood to purchase more – can be affected by the perception a customer has of you. This makes the customer experience so important.

FACTORS INFLUENCE CUSTOMERS PERCEPTION

ONLINE REVIEWS

Customers are more inclined to refer your business to others if they have a good experience with the brand. Customers looking for products and services may contact the business for the first time through online reviews, and what they discover there can have a significant impact on how they regard the brand.

ADVERTISING

The first time a customer might encounter the brand is through the marketing. Advertising, social media posts, and more are also effective at keeping your brand top-of-mind and portraying the brand in a desirable way. Cultivating a good public image and perhaps combating negative brand perception can be helped greatly by a solid marketing strategy.

CUSTOMER SUPPORT

Even if the customers has a positive perception of the brand, this can quickly go wrong if they encounter a problem with a product or service. How the customer support responds to an issue can be the difference between a customer maintaining a good view of the brand and finding an alternative.

BRAND VALUES

The brand values can often define brands public image. Many brands such as Patagonia, Dove, Ben & Jerry's, and Truist put their values at the heart of what they do and the products and services they sell. Customers may decide to purchase based on your values and what the brand stands for, so make the brand values a part of the business and allow them to define the customer perception.

COMPANY PROFILE

PATANJALI AYURVED LIMITED

Patanjali Ayurveda is an Indian multinational conglomerate holding company, based in Haridwar, India. It was founded by Ramdev and Balkrishna in 2006.] Its office is in Delhi, with manufacturing units and headquarters in the industrial area Of Haridwar. The company manufactures cosmetics, ayurvedic medicine, personal care and food products. The CEO of the company, with a 94-percent share hold, is Balkrishna. Ramdev represents the company and makes strategic decisions.

Patanjali Ayurved Limited was established in 2006 with a thought of rural and urban development. The company is not merely an organization but a thought of creating a healthy society through Yog and Ayurved.

They value the consumers and they believe by providing quality products a quality life for them can be created. This is the primary apprehension and thus, they try to take every measure to ensure quality like the Unique ID system to stop fake products.

They recognize farmers as our main assets. They provide herbal and organic products on contract farming. The company takes various initiatives for farmers to raise their income and provide surety towards sale of their produce.

Farmers are provided with all sorts of technical-aid and necessary information about efficient farming. Our manufacturing units process consumables like food items, medicines etc. These are made available to consumers through a wide network of Authorized Patanjali Stores and retails shops.

The efforts in the sectors of social welfare, health, philosophy and spirituality are guided by our values. They consider ‘guru satta’ and ‘bhagwat satta’ above everything else. They believe in optimum utilization of our capabilities for the betterment of the society. The functionality and concepts make them a distinguished organization.

The increasing processing units, retail outlets across the nation and the flourishing Sale-profit figures illustrate our glorious journey so far. They consistency in growth and expansion is due to the ever-increasing trust. They are a leading name in the sector. They aim to grow and expand to enhance our concept of wellness of individuals and the society. The company has now become one of the most trusted brands in the country and all thanks goes to their quality and purity of products. The company was initially started of with its offline stores cropping up in various towns and cities. The company’s increasing processing units not only in the country but worldwide and their retail outlets along with the flourishing sale profit ratio defines their glorious journey so far. Patanjali is the proud owner of over 900 products across various categories including beauty and wellness, healthcare, packaged food and others.

NEED OF THE STUDY

Consumers nowadays play a crucial part in this competitive market; they may be an individual or a group of individuals who determine what they need to buy or not in the market because there are so many different things accessible to them. The maker or producer must comprehend customer behaviour and the items that will be in the highest demand. Days before customers used allopathic medications in the past and had several negative effects as a result, ayurveda products are now accorded more importance by consumers. Ayurveda comprises of natural herbs, spices, vegetables, and fruits which are essential to treat a disease without causing any side effects in the patient’s body. Moreover, ayurveda acts as a detoxification therapy which boosts the energy level of a person and promotes a positive health. Consumers are becoming more health-conscious. They consume items that bring maximal delight while being completely safe for their health. They have been used to Ayurvedic and herbal products.

Patanjali was an ayurvedic manufacturing firm. They have built a reputation for safety and environmentally friendly goods throughout the years. Despite the fact that numerous brands were accessible on the market in various designs, shapes and styles, colors, sizes, and price ranges. Patanjali is one of the fastest growing of them. It joined the business with the intention of selling solely ayurvedic products, and consumers went crazy for them. This research will help to identify the consumer purchasing behavior, views, and the factors influence people to purchase Patanjali products.

OBJECTIVE OF THE STUDY

- 1) To examine customers buying behaviour towards patanjali products.
- 2) To study customers perception towards patanjali products.
- 3) To study the factors that influence the customers to buy patanjali products.

DATA COLLECTION:

This study is done using primary data. Primary data is collected using questionnaire method. A structured questionnaire is used and distributed online to male and female respondents. The questionnaire uses Multiple choice Questions and few descriptive questions from the consumers to understand the customer buying behaviour and perceptions towards patanjali products.

The survey was done online with google forms. Samples were selected depending across different age group, income level, marital status, education level and occupation. The total sample included 85 male and female. Purposive sampling method was used for the study.

LIMITATIONS:

This research, however, is subject to several limitations. This study has been restricted to 85 respondents only. The coverage of the study is limited. The data collection was restricted to Chennai city.

REVIEW OF LITERATURE

D.shiva kumar & dr. S. Ramesh (2023) on the topic ‘customer satisfaction of patanjali products’. The aim of the study is to gather information about customer satisfaction towards Patanjali products (inverter, ups, etc.) The analysis has been done systematically and accurately so to get correct and authentic results. To conclude if the customers are satisfied with the product or services, then it helps the company to grow and achieve more. According to the survey conducted among the customers of “Patanjali” we have come to know that customers are highly satisfied with this product. There is excellent relationship between the company and the customers. It is revealed that irrespective of demographic profile of consumers, they do not perceive differently towards effectiveness of advertising on brand awareness of Patanjali products.

Achyut gyawali (2022) on the topic ‘Product features and customers satisfaction of patanjali product’. The objectives of this study are to identify the features of Patanjali products and it

focuses to identify the satisfaction level and purchasing decision of consumer by the features of Patanjali products. The finding from the study is useful for the Patanjali products Suppliers that price, availability and healthiness are the major Determinant of the Patanjali products. So, the marketing manager can Develop plan according to it. Similarly, satisfied consumers of Patanjali products shows the behavior to recommend other to use the Patanjali products and long-term users of Patanjali also show positive Response to prefer new products of Patanjali.

Atul choudhary (2022)) on the topic ‘An emergence into green marketing in india: A case study of patanjali ayurved ltd’. The study aims To understand the underlying challenges with present and future scenario of Green Marketing‘ in India And To analyse the Patanjali Ayurved Ltd as a revolution in emergence of Green Marketing‘ in India. The secondary data related to the specific keywords like Green Marketing‘, Patanjali Ayurveda Ltd. Emergence of Green Marketing in India‘, Herbal & Natural‘etc. have been explored through the google search. Eventually, the online content and research papers (reputed journals) content is synthesized to arrive at the desired results and conclusion. It can be concluded that not only in India, but globally PAL’s blistering pace of growth over the past few years, had left rival packaged goods companies terrified and had sent them to their drawing boards for devising new competitive strategies to defend themselves in the market.

Achut p. Pednekar and jayesh b. Mayekar (2021)) on the topic ‘Factors influencing consumers’ buying behaviours towards ayurvedic products’. To examine the factors influence to purchase the ayurvedic products and to study the level of customer satisfaction towards ayurvedic products. Research data was collected using a primary survey of 500 respondents. Descriptive statistics, Chi-square, Garrett ranking methods, correlation and regression analysis statistical tools were used in the study. To conclude that Reasonable price, trust, ayurvedic products are the main factors that have attracted the consumers more to purchase the Patanjali ayurvedic products. Most of the consumers are happy and satisfied with the Patanjali ayurvedic products.

Mayank pratap singh & manvi mathur (2021)) on the topic ‘Customer buying behaviour towards patanjali products’. We can conclude that Quality, freshness,flavour, colour, brand image, advertisement or offers and packing are the key factors that influence the buying behaviour of customers towards Patanjali products and the company should focus on these factors.

Poonam rawat (2021)) on the topic ‘Women perception and preferences towards patanjali’s personal care products’. The main purpose of the article is to understand the attitude, perception and preferences of the women towards Patanjali’s personal care products and also finds the awareness of the women regarding these products. The study also investigate the factors which motivates a woman to purchase the personal care products of Patanjali over other brands.

Dr. Sandhya rani, dr. Kirti kesarwani and dr. Sumita rana (2019) on the topic ‘Consumer buying behaviour towards patanjali products’. The aim of the study is to find the Consumer

buying behaviour, consumer attitudes, preferences, intentions towards patanjali products & the decision making process and the factors affecting the consumer decision Making process.

ANALYSIS AND INTERPRETATION

GENERAL DEMOGRAPHICS

This survey is conducted among both gender whose responses are collected and analyzed. The respondents are classified on the basis of Age, Income level, gender and Occupation. The following table no:1 states the classification of respondents based on Age, Income, Gender and Occupation.

TABLE NO:1

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

S.No.	Demographic variables	Category	Frequency	Percentage (100 %)
1	Gender	Male	33	38.8
		Female	52	61.2
2	Age	Below 18 years	6	7.1
		18 - 25 years	41	48.2
		26 - 32 years	13	15.3
		33 - 39 years	10	11.8
		Above 40 years	15	17.6
3	Income level	Below 20000	38	44.7
		20000 - 40000	17	20.0
		40000 - 60000	13	15.3
		Above 60000	17	20.0
4	Occupation	Working	51	60.0
		Business / self employed	25	29.4
		Home maker	9	10.6

Source : Primary Data

INTERPRETATION:

From the above table it can be seen that, the highest percentage is 61.2% in the gender group of female. It can be seen that, the highest percentage is 48.2% in the age group of 18 – 25 years. It can be seen that, the highest percentage is 44.7% in the income level group of below 20000.

SPECIFIC DEMOGRAPHIC**TABLE NO: 2****SPECIFIC DEMOGRAPHICS OF THE RESPONDENTS**

S.No.	Demographic variables	Category	Frequency	Percentage (100 %)
1	Monthly expense towards patanjali products	Less than 1000	52	61.2
		1000 - 2000	0	0
		Above 2000	33	38.8
2	How often do you buy patanjali products?	Daily	4	4.7
		Weekly	14	16.5
		Monthly	23	27.1
		Yearly	44	51.8
3	How do you purchase patanjali products?	In bulk quantity	14	16.5
		In required quantity	71	83.5
4	Why do you trust patanjali products?	Award received	15	17.6
		Laboratory recommended	21	24.7
		Editorial recommended	18	21.2
		Celebrity endorsement	4	4.7
		I don't trust	27	31.8

INTERPRETATION:

From the above table it can be seen that, less than 1000 with 61.2% represents highest percentage from the statement of “Monthly expense towards patanjali products” it can be seen that yearly with 51.8% represents highest percentage from the statement of “How often do you buy patanjali products?” it can be seen that In required quantity with 83.5% represents highest percentage from the statement of “How do you purchase patanjali products , it can be seen that I don't trust with 31.8% represents highest percentage from the statement of “Why do you trust patanjali products?”

SPECIFIC DEMOGRAPHICS - FREQUENCY**Table no 3.**

S. No	Demographic variable	Category	Frequency
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1.	Which type of Patanjali products you often use ?	Grocery items	28
		Ready food / instant food	5
		Personal care	37
		Health care	29
		Household products	25
		Beverages	10

From the above table no: 3 it can be seen that Personal care with 37 represents highest frequency from the statement of “Which type of Patanjali products you often use?”

PRODUCT FEATURES

PERCEPTION

It is measured using 5 statements on five point Likert scale ranging from “Strongly agree to Strongly disagree”

TABLE NO: 4

S.No.	Statements	Weighted Mean Scores	Standard deviation
1	Patanjali products have to improve their quality and standards	3.91	0.84
2	Products are easily available in nearby stores	3.73	0.82
3	Prices of the products are affordable	3.46	0.95
4	Patanjali products are beneficial to health	3.49	1.14
5	Products are safe and uses natural ingredients	3.46	1.22
6	Products have great reputation	3.46	1.13
7	Products are popular in market	3.61	1.09
8	The brand produces wide range of products	3.56	1.10
9	The satisfaction level after using the products is high	3.55	1.09

10	I like to use patanjali products repeatedly	3.35	1.16
11	Advertisements helps me buying the products	3.53	1.20

Source : Primary Data

From the above table it can be seen that, the weighted mean scores from all the statements the highest weighted mean is 3.91 and the lowest weighted mean is 3.35. So, the statement indicates that the respondents have agreed to the statement measuring perception.

FACTORS INFLUENCING THE CUSTOMERS

It is measured using 5 statements on five point Likert scale ranging from “Strongly agree to Strongly disagree”

TABLE NO: 5

FACTORS INFLUENCING THE CUSTOMERS – WEIGHTED MEAN AND STANDARD DEVIATION

S.No.	Factors	Weighted Mean Scores	Standard deviation
1	Quality	3.65	1.05
2	Freshness / wholesomeness	3.52	1.04
3	Flavour	3.47	1.09
4	Brand image	3.55	1.12
5	Quantity	3.53	1.12
6	Price	3.46	1.09
7	Availability	3.56	1.20
8	Advertisements	3.58	1.08
9	Offers	3.42	1.10
10	Variety range	3.64	1.15
11	Hygiene	3.44	1.16

Source : Primary Data

INTERPERTATION:

From the above table it can be seen that, the weighted mean scores from all the statements the highest weighted mean is 3.65 and the lowest weighted mean is 3.44. So, the statement

indicates that the respondents have agreed to the statement measuring perception about the factors influencing the customers.

OVERALL WEIGHTED MEAN SCORE**TABLE NO: 6****SUMMARY OF THE FACTORS OF THE STUDY**

S.No.	Factors	Overall Weighted Mean Scores
1	Perception	3.56
2	Factors influencing the customers	3.53

Source : primary Data

INTERPRETATION:

The above table depicts the summary of overall weighted mean scores of all the factors of the study. It can be seen that, all the factors of the study namely: perception & factors influencing the customers have an overall weighted mean score of above 2 indicating that the respondents have moderately agreed to these two statements that measured the aforesaid factors.

FINDINGS BASED ON t-TEST

Based on t – test, the perception and factors influence the customers based on gender. The results for the objective, based on t-test, are summarised below. There is no significant difference amongst the respondent with respect of all the three factors perception and factors influence the customers based on gender. The perception of respondents remains unchanged formale and female.

FNDINGS BASED ON ANOVA

Based on anova, the perception and factors influence the customers based on age, income level and occupation. The results for the analysis, based on ANOVA, are summarised below.

There is significant difference amongst the respondents with respect to perception, quality, flavor, availability , offers, range, & hygiene based on age.

There is no significant difference amongst the respondents with respect to freshness, brand image, price and advertisement based on age.

There is significant difference amongst the respondents with respect to perception, quality, freshness, flavor, brand image, price, availability, advertisement, offers & range based on income level.

There is no significant difference amongst the respondents with respect to quantity and range based on income level.

There is no significant difference amongst the respondents with respect to perception, quality, freshness, flavor and price based on occupation.

There is no significant difference amongst the respondents with respect to brand image, quantity, availability, advertisement, offers ,range and hygienic based on occupation.

Thus, the perception of the respondents towards patanjali products, remains unchanged for the age group from 18 to 40 & above, any of the monthly income and occupation factors.

SCOPE FOR FUTURE RESEARCH

This study can be used as a base to identify buying behaviour towards patanjali products. A comparative study can be done with respect to perception of patanjali products and other ayurvedic products. Benefits of patanjali products to the consumers. The study can be lead to awareness of ayurvedic product health benefits.

IMPLICATIONS OF THE STUDY

This study aimed to bring an awareness and change in the perception of ayurvedic products. In order to get healthy balanced life , a product should posses good amount of health benefits and organic in nature to prevent from harmful effects. Different people have different preferences with respect to the price, brand etc. The manufacturer should be able to provide according to customer needs and satisfaction.

CONCLUSION

Based on the research we can conclude that most of the major consumer of Patanjali products are in the age group of 18-25 and the majority of them. We can also conclude that Quality, freshness, flavour, colour, brand image, advertisement or offers and packing are the key factors that influence the buying behaviour of customers towards Patanjali products and the company should focus on these factors. Patanjali has made remarkable progress in the FMCG market over the period. It has replaced many Ayurvedic competitors like the Himalayas, Dabar, Zandu, and Emami. Ramdev Baba has led to the growth and success of Patanjali. It must increase its efforts to increase sourcing to maintain a steady supply of raw materials. Reasonable price, trust, ayurvedic products are the main factors that have attracted the consumers more to purchase the Patanjali ayurvedic products. Patanjali has given a cut-throat competition to many marketers with its extraordinary marketing strategies. Most of the consumers are highly satisfied with the Patanjali ayurvedic products. Medicinal value of Patanjali products has been the major reason of purchase of food and cosmetic products. Medicinal products were mainly purchased to overcome with health problems. Neighbors/relatives/family members were the major source of information. The attributes commonly used as evaluative parameters for Patanjali products include their medicinal value, better quality, economic price, taste acceptability and appropriate packaging. Consumers spend lesser than 1000 in year towards patanjali products. I conclude that the consumers are happy & satisfied with patanjali products

they serve. Price, quality, quantity, variety are the factors that influence more to buy the products and become a loyal customers towards the brand.

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