Determinant Variables Of Consumers' Preference Towards Patanjali Products

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ABSTRACT

Patanjali Ayurveda is maker of ayurvedic consumer product and is one of the fastest growing consumer company. Consumers of Twenty-first Century are much more health conscious and are always inclined to maintain quality of life. So, people are moving towards herbal and ayurvedic products. In order to purchase a product, consumer will go through a process of buying behavior. The purchase decision of consumer is mostly affected by the quality, price, packaging, advertisement, brand image and benefits offered by the brand. This study elucidate about the consumer's preferences towards Patanjali products within Bharatpur Metropolitian city. Descriptive and casual comparative research design were used and the collected primary data via well-structured google form questionnaire were analyzed using both descriptive and inferential analysis. The major finding of this study shows brand image is the main reason that induces consumers to buy Patanjali products and it also reveals the level of satisfaction of consumers towards Patanjali products. Likewise, results reveals that the impact of quality, brand image, packaging and availability of products on consumers' preference towards Patanjali products is found positive with significant whereas the impact of price on consumers' preference towards Patanjali products is only positive with insignificant. Similarly, the influence of advertisement and offers on consumers' preference towards Patanjali products is found negative but that is also insignificant.

Keywords: Patanjali Products, Customers' preference, Brand Image, Advertisement and Price.

1.   INTRODUCTION

Preference is termed as a greater liking for one alternative over another or others. Generally, well known or familiar brands or products are preferred by consumers in order to be on safe side. Brand name makes decision making process a lot easier. The consumer's decision to purchase a certain brand over time is mostly influenced by the benefits and quality the brand offers, particularly when it comes to the brand of food and cosmetics (Singh & Kaur, 2018). Brand preference is a measure of brand loyalty in which a consumer exercises his/her decision to choose a particular brand in presence of competing brands (Sthapit & Shakya, 2010). As the perception towards the same product or service by different consumers vary, consumer perception theory analyses what exactly motivates or influences a consumer behavior in purchasing or not purchasing a specific product (Lekshmi, 2020). Therefore, companies should understand the needs of customers and offer the products accordingly to retain the old customers and attract the new ones.

One of the herbals and Ayurvedic Company that has endeavored to take advantage of the market trend is Patnajali Ayurveda Limited which is one of the fastest growing FMCG firm. Swami Ramdev Ji and Acharya Balkrishna established Patanjali Ayurveda Ltd. In 2006 with vision and mission as Keeping nationalism, Ayurveda and Yog as pillars, they are committed to create a healthier society and country. Furthermore, they are prepared to help people by bringing the benefits of nature into their life in order to uplift the pride and glory of the globe (Singh, Mathur, & Subha, 2021). The company is different from a typical business and the stated philosophy is to plough back profits into the company or to be used for social causes (Raju & Rahul, 2016). In addition to more than 900 goods, the company also produces 45 different varieties of cosmetics and 30 different kinds of foods, of which Patanjali beauty products are incredibly well-liked and in high demand (Manivel, 2019). As they get their raw materials directly from farmers, Patanjali claims that their goods are 30% less expensive than those of other MNCs, benefiting both the farmers and the environment (Singh & Mehta, 2018). The primary reason why people are turning to Patanjali products is that they are created from raw materials that are directly obtained from natural plants, which means that there are no adverse effects after using this product (Nayak & Prabhu, 2020). As consumers are considered as king of any business, their expectations, product preferences, needs and desires

must be taken into consideration. No any company can sustain in the marketplace without a comprehensive understanding of consumer behavior. In this circumstances, what perception among Nepali consumers towards patanjali products? What are the relationship between the determinants factors (quality, brand image, price, packaging, advertisement or offers, availability) and consumers' preference towards Patanjali products? How impact of the independent variables on dependent variable (consumers' preference) towards Patanjali products? So, this study is to find out the answers of above queries in the way like to understand the status of consumers who preference patanjali products, the determinants factors of consumers preferences, their relationship and finally to identify the significant factors on consumers preference towards patanjali products. The consequence for the study is very crucial as the competition in the ayurvedic and herbal products is ever increasing and is at its extreme as consumers of Twenty-first Century are inclined towards Herbal based products. In order to compete with Patanjali brand, competitors are emerging with new sales promotion strategy and incentives to capture the market share.

2.   LITERATURE REVIEW

Sthapit and Shakya (2010) found two main factors responsible for selection of brand by buyers-price and efficiency and also recommended strategies of advertising and brand promotion as well as of brand-tracking on critical KPIs of the brand and benchmarking.

Raju and Rahul (2016) set up that consumers of this millennium have become more concerned about their health which is reflected in their consumption of those products safeguarding their health as well as providing maximum satisfaction. Customer satisfaction is derived by the measurement of the extent to which the product is able to meet the consumers' expectations. It also indicates price to be a very important variable along with ayurvedic and herbal.

Singh and Mehta (2018) marked Patanjali as one of the great competitor in FMCG sector in Indian Market as their main concentration is on Ayurveda, Yog and Made in India (Swadeshi) as their main USP of the Brand. The study showed what consumers perceive about Patanjali products and the reason making them brand loyal. Finally, the study concluded that educated, low to middle income group and 18-35 age group are the major buyers of Patanjali products due to easy availability, better quality and quantity of these products.

Accordingly, Malarvizhi and Thayalan (2018) observed that when it is about the brand of eatable and cosmetics, consumer becomes brand loyal if and only that particular brand provides quality benefits. The study analyzed that this era's consumers are inclined towards healthy products and are satisfied, too. Customer satisfaction is attained by linking the present and the expected performance of the product.

Joshi and Sthapit (2018) examined the effects of many elements on consumers' preference for Patanjali products, including price, quality, availability, product diversity, packaging, brand awareness, brand name/value, and health consciousness. To an extent, the study detected that the strong influencing factor in shaping Nepalese consumers' fondness towards Patanjali products were price, quality and health consciousness since in the kingdom of FMCG, consumers choose herbal and health-conscious products.

Parimaladevi and Anitha (2018) examined the fact why consumers opt for Patanjali products and discovered the level of satisfaction of consumers with regard to Patanjali products. In industries including food, CPGs, and healthcare, Patanjali Ayurveda has emerged as a homegrown company.

Singh and Kaur (2018) found that the most significant influences on consumers' decisions to buy Patanjali products are communication strategy, product quality, pricing, and Baba Ramdev's brand image and consumer awareness of the items. Similar to this, Patanjali's goods' popularity can be attributed to their competitive pricing, high quality, and effective marketing strategies.

According to Manivel (2019), a consumer's decision to stick with a certain brand over time is influenced by the benefits it offers, particularly when it comes to brands of food and cosmetics. Customer satisfaction deals with the characteristics of human behavior. Keeping this in view, the study reflected that the consumer's personal factors, awareness level, and other factors affects their buying decision concerning Patanjali products.

Nayak and Prabhu (2020) viewed consumers of today's generation have become more attentive about their health and are also conscious to maintain a healthy life. So, they are preferring natural and ayurvedic products from

which they are gaining maximum satisfaction. In addition, the study declared that there are mainly two reasons that are inducing consumers to buy Patanjali products viz. Swadeshi brand and natural product. Further, majority of users were found satisfied with Patanjali products, which in turn, helped the company in consumer retention.

Lekshmi (2020) presented different elements together make up the purchasing decision of the product. The study manifested the consumer behavior and quality related issues of Patanjali products.

Singh, Mathur, and Subha (2021) showed that different factors influences consumers towards Patanjali products. Likewise, quality, freshness, flavor, color, brand image, advertisements or offers and packaging have more explanatory capacity to explain the impact on purchasing decision regarding Patanjali products. Similarly, factors altering trustworthiness of the product among respondents are product origin, lab recommendations and Baba Ramdev. Accordingly, the study disclosed that personal care products are the most practiced Patanjali products.

Variables

Various variables are used in this study in the form of dependent and independent variables. The definitions of each variable used in the study are as follows:

Quality

Quality is the ongoing process of building and sustaining relationships by assessing, anticipating, and fulfilling stated and implied needs. Singh, Mathur and Subha (2021) found quality to have positive and significant impact on consumer preference.

Brand image

Brand image is the perception of the brand in the mind of the customer. Perceptions of a brand are a collection of their thoughts, perceptions, and beliefs. According to Singh, Mathur, and Subha (2021) brand image and consumer preference have a positive and significant association.

Price

A price is the quantity of payment or compensation given by one party to another in return for goods or services. Singh, Mathur and Subha (2021) observed there is negative and insignificant influence of price on consumer preference.

Availability

The quality or state of being available is defined as availability. The term availability indicates that something is easily obtainable and ready for use. Singh, Mathur and Subha (2021) showed that availability has no significant impact on consumer preference. Similarly, Singh and Mehta (2018) indicated the main reason behind buying Patanjali products is due to their availability.

Advertisement or Offers

An advertisement is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales. Likewise, an offer is a conditional proposal made by a buyer or seller to buy or sell an asset, which becomes legally binding if accepted. The impact of advertisement or offers on consumer preference

is positive and significant (Singh, Mathur & Subha, 2021).

Packaging

Packaging is the art, science, and technology used to enclose or safeguard things for use, sale, distribution, and storage. Packaging was shown by Singh, Mathur, and Subha (2021) to have a favorable and significant impact on consumer preference.

Consumer Preference

Consumer preference is simply the subjective (individual) preferences for different product bundles as determined by their utility.

3.   CONCEPTUAL FRAMEWORK

A conceptual framework was used to focus on the dependent and independent variables used in the study in order to examine consumers' preference towards Patanjali products. In the study, dependent variable is consumer preference which is the function of independent variables that includes quality, brand image, price, availability, advertisement or offers and packaging. Further, independent variables were taken from Singh, Mathur, and Subha (2021) whereas dependent variable was derived as per the purpose of the study.
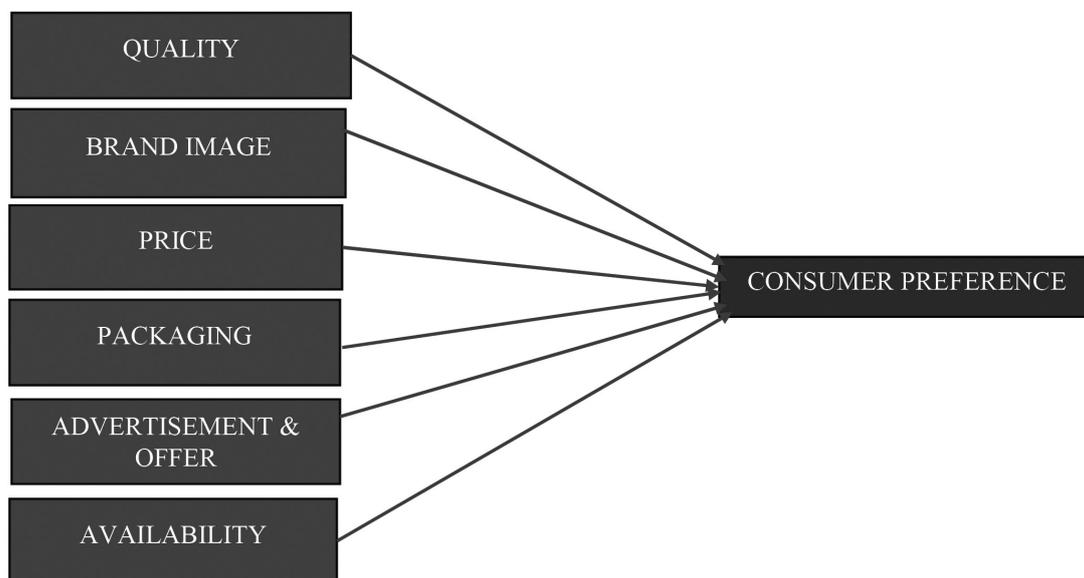
Source: *Singh, Mathur, and Subha (2021)*

4.   METHODOLOGY

This study was based on quantitative research approach for which the adopted research designs were descriptive and casual-comparative in nature in order to systematically describe consumers' preferences towards Patanjali products. The population selected for the study were local consumers of varied age groups and income level preferring Patanjali products as their daily essentials. Similarly, the sample was limited to those residents of Bharatpur Metropolitan City who had favored Patanjali brand at least once for their consumption by using judgmental sampling technique, a non-probabilistic sampling method. The questionnaire was administered on 150 respondents to determine the required sample among which 118 responses were collected, offering questionnaire success rate of 78.67 percent. Out of 118 responses, 101 responses were applicable in the study as they marked themselves as consumers of Patanjali products.

Primary data were derived via well-structured questionnaire survey. In the survey questionnaire, the respondents were requested to response in three ways: Yes or No option, ranking option, and Likert scale option, where one being strongly agree and five being strongly disagree. The questionnaire was developed on the basis of past studies including Singh, Mathur, and Subha (2021) and Parimaladevi and Anitha (2018). The response received from the respondents have been arranged, tabulated, and analyzed in order to facilitate the descriptive

analysis. The calculations of primary data were made by SPSS software version 25 and were edited in the excel before presenting in the study. It presents the results and findings based on descriptive analysis (Mean, Standard Deviation, Coefficient of Variation), and inferential analysis (Correlation and regression analysis).

Model

$Y = \beta_0 + \beta_1 Q_1 + \beta_2 BI_2 + \beta_3 Pr_3 + \beta_4 P_4 + \beta_5 AO_5 + \beta_6 A_6 + E_i$

Where, Y=Consumer Preference

β_0=Intercept

Q_1=Quality

BI_2=Brand Image

Pr_3=Price

P_4=Packaging

AO_5=Advertisement or Offers

A_6=Availability

E_i=Error

Limitations of the Study

The following are the major limitations of the study:

1. The coverage of the study is only limited to Bharatpur Metropolitian city.

2. The validity of the study depends on the accuracy of the information provided by the respondents has been covered on the study.

3. The study has been conducted among few consumers of Patanjali products resident in Bharatpur Metropolitan city. Thus the findings may not be generalize for the whole consumers of Patanjali products.

5. **RESULTS AND DISCUSSION**

Table 1 revealed that the total participants involved in the survey were 118 among which 101 were consumers of Patanjali products. So, they are chosen for the further study purpose while the remaining 17 were not consumers of Patanjali products. That's why, they are not selected for the study.

Table 1 Products Knowing Consumers

Respondents	Frequency	Percent
Yes	101	85.6
No	17	14.4
Total	118	100

Source: *Field Survey, 2022*

Table 2, describe the socio demographic variables of respondents. The majority of respondents were female covering 54.5%. Respondents from 20-30 age group representing the 77.2%. 73 respondent's i.e, 72.3% were having bachelor's degree. The highest percentage of participants in terms of occupational status were represented by student comprising 76.2 percent and the majority 66.3 percent of respondents had no any source of income.

Table 2 Socio demographic characteristics of respondents

Variable	Frequency	Percentage
Gender		
Male	46	45.5
Female	55	54.5
Age		
Below 20	11	10.9
20-30	78	77.2
30-40	8	7.9
40 and above	4	4
Educational Level		
No formal education	1	1
Up to class 10	2	2
Secondary Level (+2)	20	19.7
Bachelor's	73	72.3
Master's or above	5	5
Occupational Status		
Student	77	76.2
Employee	10	9.9
Professional	2	2
Entrepreneur	5	5
Unemployed	7	6.9
Monthly Income		
Up to 10,000	15	14.9
10,001 to 20,000	3	3
20,001 to 30,000	6	5.9
Above 30,000	10	9.9
No any source of income	67	66.3

Source: *Field Survey, 2022*

As evident from the Table 3, the great majority of respondents ranked advertisement or offers as their first choice and ranked one, showing the mean weight of 252. Packaging is ranked two by the respondents of the study with the mean weight of 221. Similarly, respondents ranked brand image and availability third important factor affecting consumers' preferences with mean weighted value of 204 and price is marked as fourth important factor having mean weight of 202. Quality is ranked as the least important factor among the five alternatives of factors influencing consumers' preferences with mean weight of 153.

Table 3 Factors influencing consumers' preferences

Factors	Rank 1 N	Rank 1 %	Rank 2 N	Rank 2 %	Rank 3 N	Rank 3 %	Rank 4 N	Rank 4 %	Rank 5 N	Rank 5 %	WM	Rank
Quality	68	67.30%	21	20.80%	7	6.90%	3	3.00%	2	2.00%	153	5
Brand Image	23	22.80%	58	57.40%	16	15.80%	3	3.00%	1	1.00%	204	3
Price	37	36.60%	35	34.70%	22	21.80%	6	5.90%	1	1.00%	202	4
Packaging	24	23.80%	43	42.60%	26	25.70%	7	6.90%	1	1.00%	221	2
Advertisement or offers	17	16.80%	36	35.60%	31	30.70%	15	14.90%	2	2.00%	252	1
Availability	38	37.60%	36	35.60%	17	16.80%	7	6.90%	3	3.00%	204	3

Source: *Field Survey, 2022*

Table 4 reveals the descriptive status for the whole sample. It is found that mean value for the dependent variable: consumer preference is highest among other variables with the mean of 16.83 followed by advertisement or offers with mean value of 7.79, availability with mean value of 7.26, price with mean value of 6.67, packaging with mean value of 6.27, brand with mean value of 4.36 and quality with mean value of 3.40. Standard deviation is also found to be highest for consumer preference with value of 6.15 followed by advertisements or offers with the value of 2.58 in standard deviation. Similarly, quality has highest coefficient of variation with value of 0.44 whereas price has lowest value of coefficient of variation of 0.31.

Table 4 Descriptive Statistics for all Samples

Variables/Statistics	N	Mean	S.D.	C.V.
Quality	101	3.40	1.50	0.44
Brand	101	4.36	1.62	0.37
Price	101	6.67	2.09	0.31
Packaging	101	6.27	2.19	0.35
Advertisement or Offers	101	7.79	2.58	0.33
Availability	101	7.26	2.46	0.34
Consumer Preference	101	16.83	6.15	0.37

Source: *Field Survey, 2022*

Correlation Analysis

The Table 5 depicts the correlation analysis of the variables under study which is conducted for The whole sample. In the study, correlation analysis is done between independent variable (quality, brand image, price, availability, advertisement or offers and packaging) and dependent variable – consumer preference.

Table 5 Relationship between variables for all samples

Variables	Quality	Brand Image	Price	Availability	Advertisement or Offers	Packaging	Consumer Preference
Quality	1.000	0.615**	0.565**	0.498**	0.386**	0.643**	0.752**
		0.000	0.000	0.000	0.000	0.000	0.000
Brand		1.000	0.561**	0.484**	0.430**	0.551**	0.756**
Image			0.000	0.000	0.000	0.000	0.000
Price			1.000	0.598**	0.524**	0.528**	0.616**
				0.000	0.000	0.000	0.000
Availability				1.000	0.519**	0.449**	0.637**
					0.000	0.000	0.000
Advertisement					1.000	0.490**	0.418**

						0.000	0.000
Packaging						1.000	0.673**
							0.000
Consumer							1.000
Preference							

** Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation analysis in Table 5 indicates the relationship between quality and consumer preference towards Patanjali products is positive and significant at 5 percent level with the coefficient of 0.752 and p-value of 0.000. Similarly, the relationship between brand image and consumer preference towards Patanjali products is also found to be positive and significant at 5 percent level having coefficient of 0.756 and p-value of 0.000. Likewise, shows that there also exists positive relation between price and consumer preference towards Patanjali products i.e., 0.616. The p-value of 0.000 shows that there is significant relationship between price and consumer preference at 5 percent significance level.

Similarly the relationship between availability and consumer preference towards Patanjali product is positive and the result is significant at 5 percent level with the coefficient of 0.637 and p-value of 0.000. Likewise, the relationship between advertisement or offers and consumer preference is also found to be positive i.e., 0.418 and the p-value is 0.000 which indicates that the relationship between advertisement or offers and consumer preference is significant at 99 percent confidence level or at 5 percent significance level. Further, the table shows that the relation existing between packaging and consumer preference towards Patanjali products to be positive and it seems to be significant at 5 percent level with coefficient of 0.673 and p-value 0.000.

Regression Analysis

Regression analysis is done in order to find out the impact of independent variables on the dependent variable. The regression analysis is conducted for the whole sample. In the study, regression analysis is carried out for the different variables affecting on consumers' preference towards Patanjali products among consumers of Patanjali of Bharatpur Metropolitan city. The factors influencing consumer preference under study are quality, brand image, price, availability, advertisement or offers and packaging. Table 6 and Table 7 presents the regression analysis.

Table 6 Model Summary

Model	R	R^2	Adjusted R^2	S.E.	F stat.	Sig.
1	0.879	0.773	0.759	3.021	53.395	0.000

In the Table 6, R^2 means the explaining power of independent variables on dependent variables in the regression model. The value of R^2 is 0.773 which indicates that 77.30% of the variations in the dependent variable, consumer preference towards Patanjali products is explained by six independent variables, quality, brand image, price, availability, advertisement or offers and packaging as included in the study.

Similarly, Table 6 also tests whether the model Y= β_0 +β_1 Q_1 +β_2 BI_2 +β_3 Pr_3 +β_4 P_4 +β_5 AO_5 +β_6 A_6 +E_i predicts the regression estimation significantly or not i.e., whether the model is fit or not. Since Table 6 depicts the significance value in ANOVA is 0.000 which is less than 0.01, it means that the regression estimation is significant or the regression model of the study is fit.

Table 7 Impact of variables for all samples

Model	Unstandardized Coefficients		T	Sig.
	B	Std. Error		
(Constant)	-0.310	1.188	-0.261	0.795
Quality	1.179	0.300	3.933	0.000
Brand image	1.389	0.258	5.380	0.000
Price	0.137	0.208	0.657	0.513

Packaging	0.560	0.196	2.862	0.005
Advertisement or Offers	-0.248	0.150	-1.657	0.101
Availability	0.634	0.165	3.839	0.000

Table 7 reveals that the impact of quality, brand image, packaging and availability of products on consumers' preference towards Patanjali products is found positive and significant whereas the impact of price on consumers' preference towards Patanjali products is positive but insignificant. Similarly, the influence of advertisement or offers on consumers' preference towards Patanjali products is found negative but insignificant.

6.   FINDINGS AND DISCUSSION

On the basis of data analysis, the major findings of the study are as follows:

The relationship between quality and consumer preference towards Patanjali products is observed positive and significant at 5 percent level with coefficient of 0.752 and p-value of 0.00. It indicates when the quality increases, preferences of consumers towards Patanjali product also increases. Brand image have a positive influence on consumer preference indicating that increase in value of brand image results in increase in preferences of consumers and the relation between the variables is significant at 5 percent level having coefficient of 0.756 and p-value of 0.000. There exists a positive relationship between price and consumer preference with coefficient of 0.616 and is significant at 5 percent level with p-value of 0.000. This means price influences preference towards Patanjali products in a positive way. The relationship of availability with consumer preference is found to be positive and is significant at 99 percent confidence level with coefficient of 0.637 which shows higher the availability, higher is the decision of preferring Patanjali products by consumers. The relation existing between advertisement or offers and consumer preference is positive which means increase in advertisement or offers increases the preferring of consumers towards Patanjali products having coefficient of 0.418 and the p-value is 0.000 which shows the relationship between variables is significant at 5 percent level. The result showing the coefficient 0.673 and p-value 0.000 represents positive relation between packaging and consumer preference and the relation is significant at 5 percent level respectively. This explains that packaging influences consumers' preference towards Patanjali products positively.

7.   DISCUSSION

According to the purpose of the study, variables such as quality, brand image, price, availability, advertisement or offers and packaging were identified as factors influencing consumers' preference towards Patanjali products.

Results obtained from the data analysis for quality has positive and statistically significant relationship with consumer preference towards Patanjali products and also has positive and significant impact on consumer preference. If quality of Patanjali products increases, consumers' preferring decision towards Patanjali products also increases. The result is consistent with Singh, Mathur, and Subha (2021) as quality is one of the major factor through which consumers' purchasing decision is influenced. Consumers prefer those products whose quality is superior.

Brand image is found to have positive and significant relationship with consumers' preference. The impact is also found to be positive and significant. Singh, Mathur, and Subha (2021) revealed positive and significant relationship and impact of brand image on consumer preference. When the brand image of the product is good, consumers find consuming such products as a matter of prestige and they are induced to purchase such products.

There is a positive and significant relationship of price with consumer preference. The result shows that the impact is positive but insignificant on consumer preference. The result is not consistent with Singh, Mathur, and Subha (2021) which observed there is negative and insignificant impact of price on consumer preference.

There exists a positive and significant relation between availability and consumer preference towards Patanjali products and the impact of availability on consumer preference is also found positive and significant. The result is not consistent with Singh, Mathur, and Subha (2021) which showed that there is no significant influence of availability on consumer preference. The result of the study confirms with Singh and Mehta (2018) indicating the main reason behind buying Patanjali products is due to their availability.

The relation existing between advertisement or offers and consumer preference towards Patanjali products is positive and significant but advertisement or offers has negative and insignificant impact on consumer preference. The finding of the present study matches with that of Singh and Mehta (2018). This means when Patanjali products are more promoted through advertisement or offers, consumers are more attracted towards them and their preferring behaviour is affected.

Packaging seems to have positive and significant relation with consumer preference towards Patanjali products and the impact of it on consumer preference is also positive and significant. The result matches with the findings of Singh, Mathur and Subha (2021). It indicates the more attractive and hygienic packaging is, the more it catches the attention of consumers.

8. CONCLUSIONS

Nowadays, consumers are more conscious about their health, which made them to shift towards herbal and ayurvedic products. Concerning on this, study has employed descriptive and casual-comparative research design to deal with the determinants variables of consumer preference. Quality, brand image, price, availability, advertisement or offers and packaging were taken as independent variables and consumer preference as dependent variable.

The data analysis shows the relationship between consumer preference and factors including quality, brand image, price, availability, advertisement or offers and packaging. The study reveals that the impact of quality, brand image, availability and packaging on consumers' preference towards Patanjali products is found positive and significant whereas the impact of price on consumers' preference towards Patanjali products is positive but insignificant. Similarly, the influence of advertisement or offers on consumer preference towards Patanjali products is found negative and insignificant. Factors based on a significant scale in a sequence level: brand image, quality, availability, packaging, price and advertisement or offers. This depicts that brand image the highest determining factor, quality is the second highest determining factor and availability as the third highest determining factor for consumer preference towards Patanjali products. Similarly, packaging is perceived as the fourth most influential factor, price as the fifth most impacting factor whereas advertisement or offers is regarded as the least important factor influencing consumers' preference towards Patanjali products.

The findings of the study will guide and support Patanjali in improving its quality, brand image, announcing reasonable price, making wide spread availability of its products, promoting its product through different ways, offering discounts on their products and maintaining attractive and hygienic packaging of its products considering 'Go Green' slogan by revealing the different factors impacting on consumers' preference towards Patanjali products.

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