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## An Analysis of Patanjali Ayurveda Ltd: Exploring Marketing Strategies, Consumer Preferences, and the Role of Ayurveda Products in Nepalgunj

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### Abstract

This study explores the marketing strategies and consumer perceptions of Patanjali Ayurveda Ltd, a rapidly growing FMCG brand in India. Through a survey of 50 Patanjali product users in Nepalgunj, the research found high customer satisfaction with the brand's affordability and effectiveness. The study emphasizes the crucial role of Ramdev Baba's brand image and continuous innovation in enhancing market share. It also identifies product shortages and limited distribution as key concerns. Recommendations for Patanjali include diversifying brand ambassadors, capitalizing on the organic sector's growth, expanding its online presence, and targeting youth consumers. Addressing these areas can boost market presence, customer satisfaction, and overall business success. This research highlights Patanjali's transition from a minor player to a leading FMCG giant since its 2006 inception, driven by low pricing, natural ingredients, and a strong Swadeshi position. Despite high consumer satisfaction, challenges like overreliance on Baba Ramdev and distribution issues must be addressed for sustained growth.

**Keywords:** *Patanjali Ayurveda, consumer satisfaction, marketing strategies, brand image, innovation*

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## Introduction

Patanjali Ayurveda Ltd has rapidly emerged as the fastest-growing FMCG brand in India. The company, which produces a wide range of products from biscuits to medicinal balms, is even planning to launch its own healthier versions of instant noodles and beverages. Headquartered in Haridwar with its registered office in Delhi, Patanjali's manufacturing units are located in India's industrial areas and in Nepal under the trademark Nepal Gramudhyog, sourcing most of its herbs from the Himalayas. According to CLSA and HSBC, Patanjali is the fastest-growing FMCG company in India, valued at Rs. 30 billion with projected revenues of Rs. 11,526 crore for the fiscal year 2016-17. Founded by Ramdev Baba and Acharya Balkrishna in 2006, the company has grown from 173rd in FMCG rankings in 2006 to 15th in 2017, and achieved the No. 1 spot in 2018 according to the Brand Trust Report of India. Ramdev Baba has stated in interviews that profits from Patanjali products go to charity.

## Success Factors

Patanjali's success is attributed to its unique combination of low pricing, natural and pure ingredients, and strong Swadeshi positioning. However, a critical yet often overlooked aspect of Patanjali's growth is its innovative sales and distribution strategy.

## Foundation and Expansion

Patanjali began with Patanjali Yogpeeth in Haridwar, one of India's largest yoga institutes. The organization, founded by Swami Ramdevji Maharaj and Acharya Balkrishnaji Maharaj, focuses on Ayurvedic treatment, research, and manufacturing. The infrastructure at Patanjali Yogpeeth includes an OPD for free medical consultations, an IPD with thousands of beds, advanced testing laboratories, yoga research and development, free yoga classes, a high-quality Ayurvedic medicine manufacturing unit by Divya Pharmacy, and various other facilities. Initially manufacturing bulk Ayurvedic medicines, Patanjali later expanded into the FMCG market, leveraging the low entry barriers of the sector to establish itself as a major player. Currently, Patanjali offers over 350 products ranging from soap to toothpaste and health drinks.

## Strengths

- Spiritual connection with consumers
- Herbal products with natural ingredients
- Strong and innovative R&D
- Baba Ramdev as the face of the brand

Ramdev Baba's vision of creating a "disease-free society and medicine-free world" emphasizes the benefits of Pranayam Yoga and natural remedies. Patanjali has established 535 branches with 15 more in development, aiming to cater to customer needs promptly. Ramdev's Divya medicines are claimed to be 100% natural with minimal side effects, capable of treating ailments from colds to cancer.

### **Retail Expansion**

In April 2012, Patanjali entered the retail sector, launching 100 products and expanding to over 800, covering body care, health care, home care, digestive products, cosmetics, toiletries, and more.

### **Unique Selling Propositions (USP)**

- Creating a "Disease-Free Society and Medicine-Free World"
- Key success factors include low pricing, strong distribution channels, a strong brand association with health due to Ramdev Baba, simple and natural packaging, and effective word-of-mouth promotion.

### **Purpose of the Study**

- To analyze consumer preferences towards Patanjali products in terms of price, promotion, place, and product.
- To examine the demographic usage patterns of Patanjali products.
- To understand the reasons behind consumer loyalty and preference for Ayurvedic products.
- To explore Patanjali's marketing strategies that have won consumer trust and loyalty.

### **Significance of the Study**

- To uncover the successful marketing strategies of Patanjali.
- To promote the knowledge and benefits of using Ayurvedic and herbal products.
- To demonstrate the importance of effective marketing strategies for company survival and success in the market.
- To analyze how sales promotion, pricing, and premium positioning affect consumer-based brand equity.
- To study how organizations can optimally utilize resources to deliver targeted sales messages effectively.

This study aims to provide insights into Patanjali's marketing mix and how it gives the company a competitive edge in the FMCG sector.

### **Literature Survey**

“Marketing is managing profitable customer relationships, with the dual goal of attracting new customers by promising superior value and retaining current customers by delivering satisfaction” (Armstrong & Kotler, 2007, p. 5). Many people mistakenly equate marketing solely with selling and advertising, but these are just components of a broader marketing strategy. Effective marketing involves understanding superior customer value, pricing, distribution, and promotion to ensure products sell easily (Armstrong & Kotler, 2007). SWOT analysis is a crucial tool for marketers in the success story of a company or product.

### **Marketing Mix:**

The term "marketing mix" was first introduced by Borden, inspired by Culliton's (1948) description of a business executive as a "mixer of ingredients." Although Borden did not define the term, he described it as the essential elements of a marketing program (Borden, 1965). McCarthy (1964) refined this definition, describing the marketing mix as a combination of tools at a marketing manager's disposal to satisfy the target market. Later, McCarthy and Perrault (1987) defined it as controllable variables an organization coordinates to satisfy its target market, widely accepted as "a set of controllable marketing variables that a firm blends to produce the response it wants in the target market" (Kotler & Armstrong, 1989). Ivy (2008) describes the marketing mix as controllable tools used to elicit the desired response from various target markets. Goldsmith (1999) notes that McCarthy (1975) first formulated the 4 Ps—product, place, promotion, and price—as part of a systematic plan to sell to customers and build long-term relationships (Doyle, 1995).

Bennett (1997) outlines how the marketing concept guides organizations in using controllable variables within an environment with many uncontrollable factors, such as customer, environmental, competitive, and marketing decision variables (Kotler, 1967, as cited in Bennett, 1997). Borden (1964) identifies four external factors affecting organizations: consumer buying behavior, trade behavior, competitors' positions, and government regulations. Robbins (1991) formulated the "four Cs" as an alternative mnemonic to McCarthy's (1964) 4 Ps, focusing on customers, competitors, capabilities, and the company. Gronroos (1984), supported by

Kotler (1991), emphasizes the importance of employee-customer relationships in successful marketing. Booms and Bitner (1981) added three elements—people, processes, and physical evidence—to the marketing mix, highlighting that McCarthy's model might overlook critical process variables (Bennett, 1997). Baker and Hart (2008) stress the straightforward logic of the 4 Ps, noting that suppliers need products, pricing, promotion, and distribution to reach customers.

### **Product:**

Armstrong and Kotler (2007) define a product as the combination of goods and services a company offers to the target market. Developing an effective pricing strategy is crucial and challenging. For instance, a 1% increase in price realization boosts net income by 6.4% for Coca-Cola and 28.7% for Philips. Baba Ramdev's Pranayam sessions are inexpensive compared to medical treatments and claim to cure diseases like diabetes, cancer, HIV, and AIDS.

Baba Ramdev advocates for using Indian brands to support economic growth. Patanjali competes with reputed brands in beverages and foods, positioning its yoga service as a product. Patanjali excels in several sectors, including foods (e.g., jams, biscuits, noodles, oats, pulses), beverages, healthcare, medicines, personal care, and cleaning agents. The company offers quality honey at 30% lower prices than Dabur and promotes Ayurveda over brands like Colgate. Patanjali's Dantkanti toothpaste has significantly impacted competitors like Colgate and Close Up.

### **Place**

Goods must be conveniently available to customers. Patanjali Ayurveda, India's fastest-growing FMCG company, is expanding into Nepal and aims to reach other countries with impressive revenue of 5000 crores. Thousands of stores in India exclusively sell Patanjali products, with good margins for local retailers.

### **Promotion**

Patanjali Ayurveda's slogan, "Prakriti ka Ashirvad," and the fame of Baba Ramdev have driven the brand's success. Baba Ramdev's contributions to yoga have aligned people with Patanjali, and many shifted to Patanjali products upon realizing their quality and affordability. The company's ad campaigns emphasize that Patanjali's revenue supports charity, not the brand owner. Baba Ramdev has effectively promoted Patanjali by highlighting price differences and the benefits of herbal products. Patanjali also leverages e-commerce to increase its reach.

## Pricing

Two critical factors behind Patanjali Ayurveda's rapid growth are the use of natural ingredients and affordable pricing. Patanjali's penetrative pricing strategy, offering products 25-30% cheaper than international brands, has helped it reach a broad customer base, particularly in lower and middle-income groups.

## SWOT Analysis

SWOT analysis evaluates a company's competitive position for strategic planning, assessing internal and external factors and potential future outcomes.

### Strengths

- Association with Baba Ramdev: Baba Ramdev's status as a yoga guru and Ayurveda expert has attracted millions of followers, forming a significant customer base for Patanjali.
- Strong Sense of Patriotism: Patanjali aligns with Prime Minister Narendra Modi's "Made in India" campaign, promoting itself as a natural Indian brand.
- Ayurveda and Herbal Brand: Rising demand for organic and herbal products, known for having no side effects, has boosted Patanjali's growth.
- Penetration Pricing: Patanjali's products are priced 20-30% lower than competitors, appealing to lower and middle-income groups.
- E-commerce: Patanjali utilizes modern technology, selling products through its e-commerce platform and major online retailers.

### Weaknesses

- Overdependence on Baba Ramdev: The brand's growth is closely tied to Baba Ramdev's popularity, which could be impacted by political affiliations.
- Limited Manufacturing Capacity: Patanjali needs to expand its manufacturing units to meet growing demands.
- Sustainability of Penetration Pricing: While effective for growth, this strategy may limit long-term investments in manufacturing and expansion.
- Low Distributor Margins: Patanjali's low-profit margins make it less attractive to distributors compared to competitors offering better margins.

### **Opportunities**

- **Rising Demand for Organic Products:** Increasing awareness of organic and natural products can drive Patanjali's growth.
- **Expansion into Rural Markets:** Patanjali's affordable pricing and Baba Ramdev's popularity can help penetrate underserved rural areas.
- **Global Expansion:** The global demand for herbal and natural products offers opportunities for international growth.
- **Strategic Tie-ups:** Partnerships with retail chains and e-commerce platforms can enhance Patanjali's market presence.
- **Diversification:** Expanding into natural and organic products like khadi, clothing, cosmetics, and more can utilize existing distribution channels.

### **Threats**

- **Competitive Environment:** Patanjali faces strong competition from major FMCG players like HUL, Marico, Parle Agro, ITC, Nestle, and P&G.
- **Impact of Poor Agricultural Output:** Reliance on natural herbs and agricultural products makes Patanjali vulnerable to poor monsoon seasons affecting supply.
- **Price Wars:** Multinational FMCG companies may initiate price wars, which can be detrimental to domestic players like Patanjali.

The study of marketing has undergone significant transformation over time. Vishal Kumar Laheri and Anupam, research scholars from the Faculty of Management Studies (FMS) at the University of Delhi, highlight this evolution in their work. Initially, marketing focused on producing goods to be sold, whereas modern marketing emphasizes producing goods to meet customer needs and demands (Kumar & Anupam, Year). The current marketing management strategies aim to satisfy customer needs while avoiding environmental degradation.

Laheri and Anupam's study explored consumer decisions regarding organic food and cosmetic products. They interviewed six manufacturers (three from each product category) to gain insights into the organic industry in India. Additionally, 45 respondents were interviewed to understand their purchase decisions related to these products. The findings indicate a general lack of awareness about organic products among consumers. The study identifies enablers and barriers to organic food purchases, providing marketers with guidelines to understand consumer attitudes and preferences toward organic food and cosmetics (Kumar & Anupam, Year).

The work of Samojlik (2013) indicates that herbal medicines are increasingly used for health maintenance, minor ailments, and chronic diseases, often complementing conventional medicine. Similarly, Brower (1998) noted that the Indian herbal drug market is worth approximately \$1 billion, with exports of herbal crude extracts reaching about \$80 million, accounting for nearly 50% of the herbal medicine market.

Consumer behavior research by Muller (1954) reported that only one-fourth of consumers make purchases with substantial deliberation. This observation aligns with Kotler, Keller, Koshy, and Jha's (2014) assertion that perceptions are more crucial than reality in marketing because they influence actual consumer behavior.

Lee's (2005) study in China examined the five stages of the consumer decision-making process, focusing on the demographic effects of gender, education, income, and marital status on purchasing imported health food products. The research utilized questionnaires and highlighted the significant impact of family members on consumer decisions.

Kurtz and Boone (2006) explained that individuals' perceptions of objects or events vary based on the interaction between stimulus factors and individual factors.

In summary, the evolution of marketing from a production-centric approach to a customer-centric approach underscores the importance of understanding consumer behavior. Research in organic products and herbal medicines highlights the growing consumer interest in health and environmentally friendly products, with significant implications for marketers aiming to tap into these markets.

### **Research Design**

This study employs an exploratory survey research design to examine consumer attitudes towards Patanjali products and determine their satisfaction levels. Primary data was collected using a standardized questionnaire with twenty multiple-choice questions, administered through personal interviews with a convenience sample of fifty Patanjali product users. Secondary data was sourced from published records, statistics, research reports, books, periodicals, and websites. The study was conducted over two weeks, and the data was analyzed using appropriate statistical tools.



### Sample Design

A convenience sampling method was used to select fifty consumers of Patanjali products. The study spanned a two-week period.

### Data Collection

Primary data was collected through personal interviews using a standardized questionnaire of twenty multiple-choice questions administered to fifty Patanjali product users. Secondary data was obtained from published records, statistics, research reports, books, periodicals, and websites.

### Data Presentation and Analysis

For the analysis, tables, bar charts, pie chart, graphs showing trends and simple percentage will be used to present data. The statistical tool adopted was opted for because it allows for effective understanding and interpretation of results.

The main purpose of this study is to evaluate the marketing strategies that have been adopted by the PATANJALI for the proper coverage of the market. Data are collected from various sources such as primary and secondary sources but in this study we have focused more on primary data collection through field and survey.

Table 1

#### *Age of Respondents*

Age of respondents	No. of respondents	Percentage
Below 25	10	20
25-50	20	40
50 years above	20	40

*Source: Field report 2024*

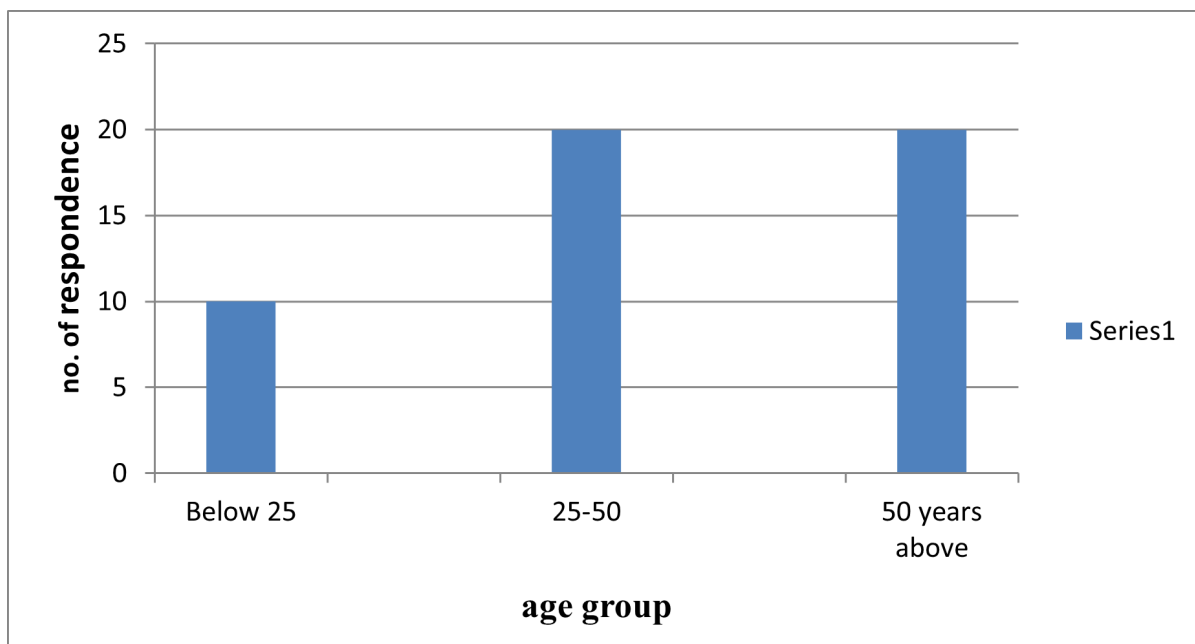


Figure 1: Age of respondents

From the above table we can see that, out of total observation the age group below 25 only 20% uses patanjali, 40% of age group 25-50 and 40% of 50 years and above use patanjali products.

### Gender of respondents

Table 2

Gender

Gender	Population	Percentage
Male	14	28
Female	36	72

Source: Field report 2024

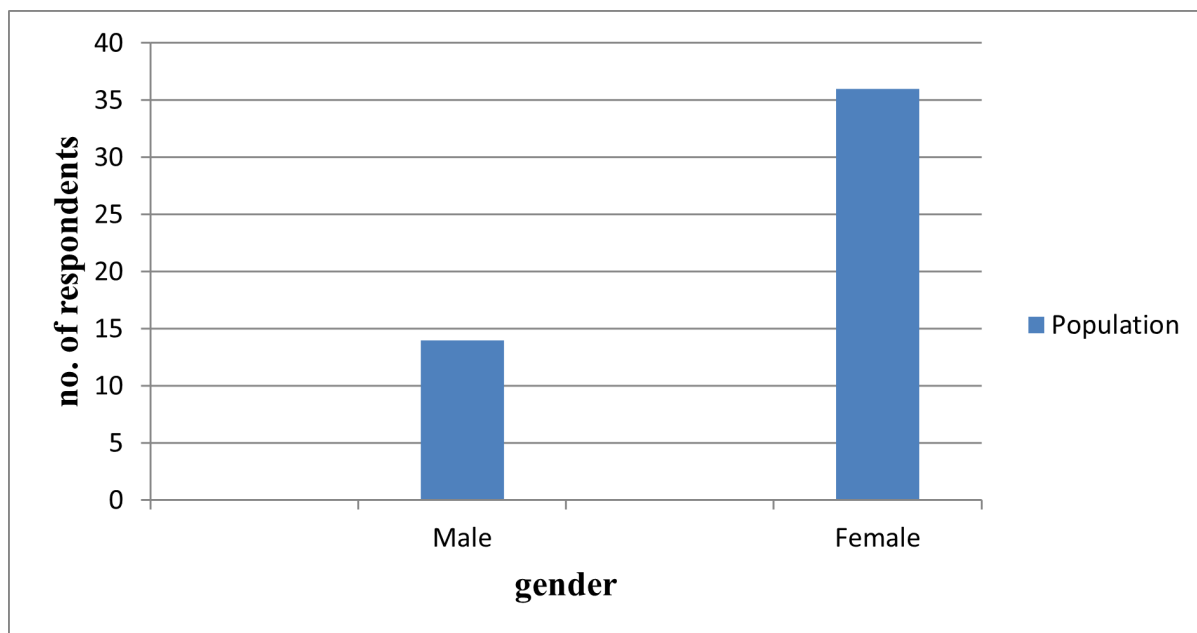


Figure 2: Showing which gender prefers patanjali cosmetic product more.

From the above table, out of total observation only 28% male and 72% female prefers patanjali products.

Table 3

*Education obtained by respondents*

Educational level	Population	Percentage
Up to graduate	15	30
Up to post graduate	20	40
Illiterate	15	30

Source: Field report 2024

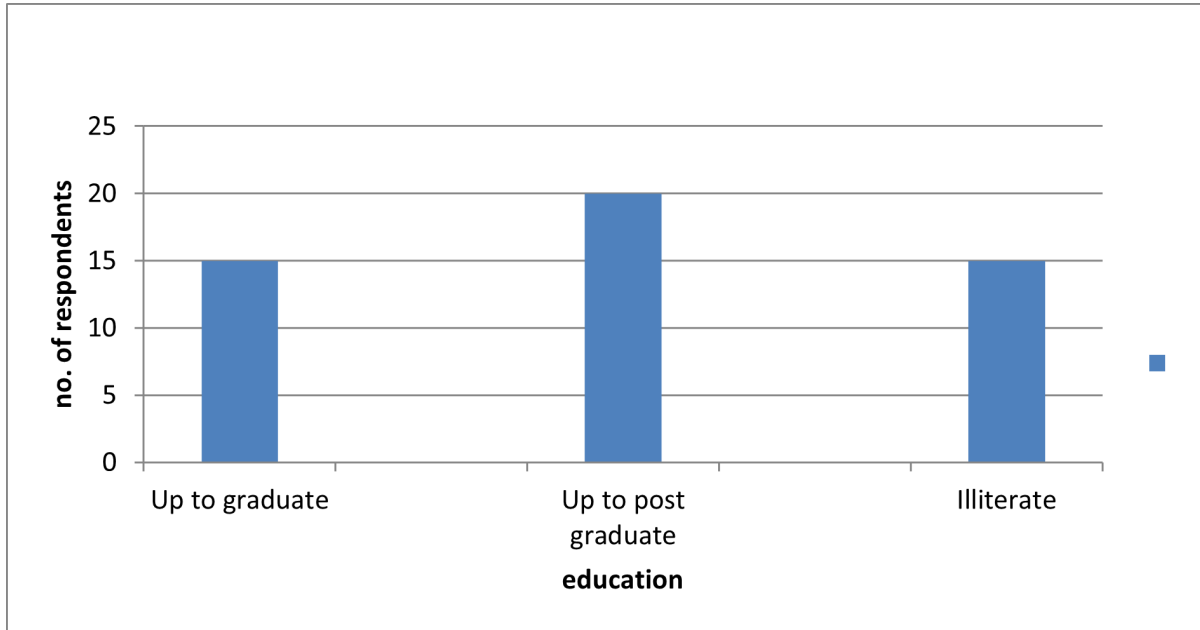


Figure 3: showing preference of people of different education level.

From above table, out of total observation 30% of graduates, 40% of postgraduates and 30% of illiterates prefers patanjali.

**How much you are satisfied with Patanjali Ayurveda products?**

Table 4

*Level of Satisfaction of consumer towards patanjali cosmetic product*

Opinion	No. of respondents	Percentage
Highly satisfied	10	20
Satisfied	25	50
Average	10	20
Dissatisfied	5	10

Source: Field report 2024

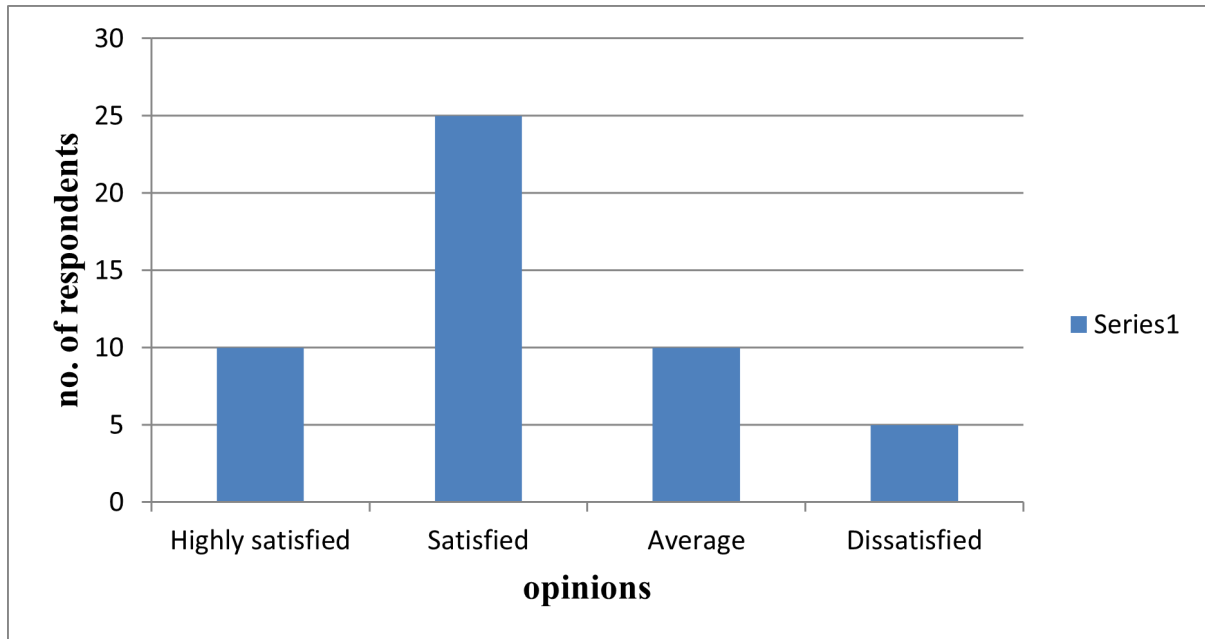


Figure 4: Showing satisfaction of consumer towards patanjali cosmetic products.

From the above table, out of total observation 20% are highly satisfied, 50% are satisfied, 20% have average satisfaction and 10% are dissatisfied.

**Do you find products of patanjali affordable?**

Table 5

*Price is affordable*

Opinion	No. of respondents	Percentage
Strongly agreed	25	50
Agree	15	30
Average	10	20
Disagree	0	0

Source: Field report 2024

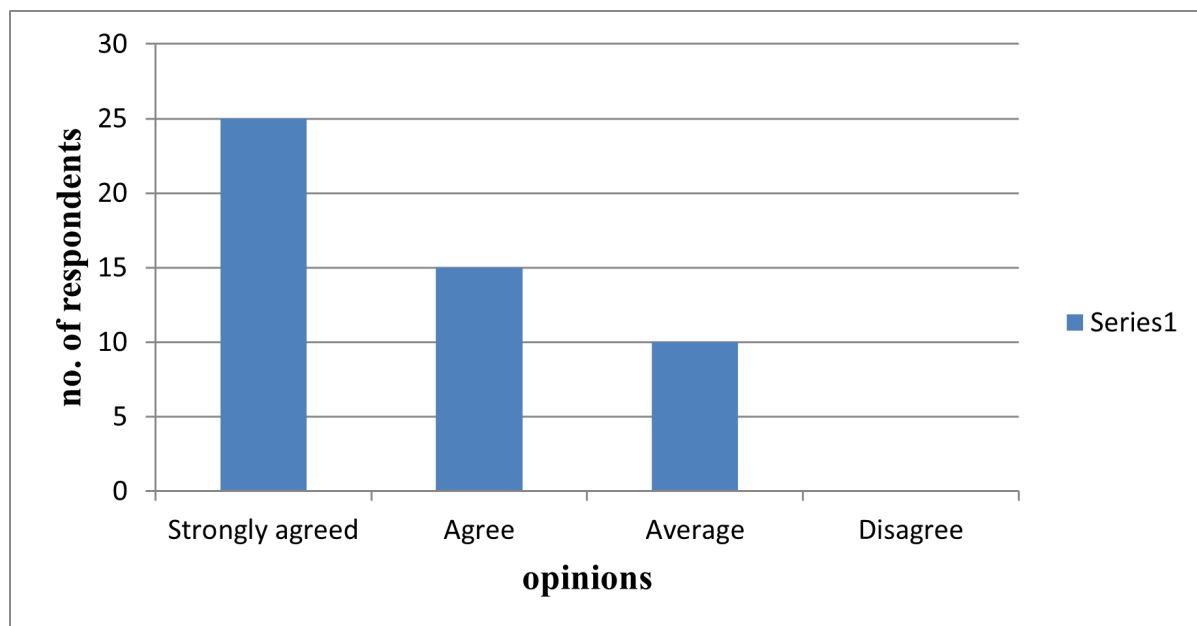


Figure 5: Showing people's opinion on affordable patanjali cosmetic products?

From the above table, out of total observation 50% are strongly agree, 30% are agree, 20% have average and 0% are disagree.

### Why do you choose Patanjali Products?

Table 6

Reasons for choosing patanjali cosmetic product

Opinions	No of respondents	Percentage
Natural	19	38%
Good quality	11	22
No side effects	9	18
Cheaper in price	11	22

Source: Field report 2024

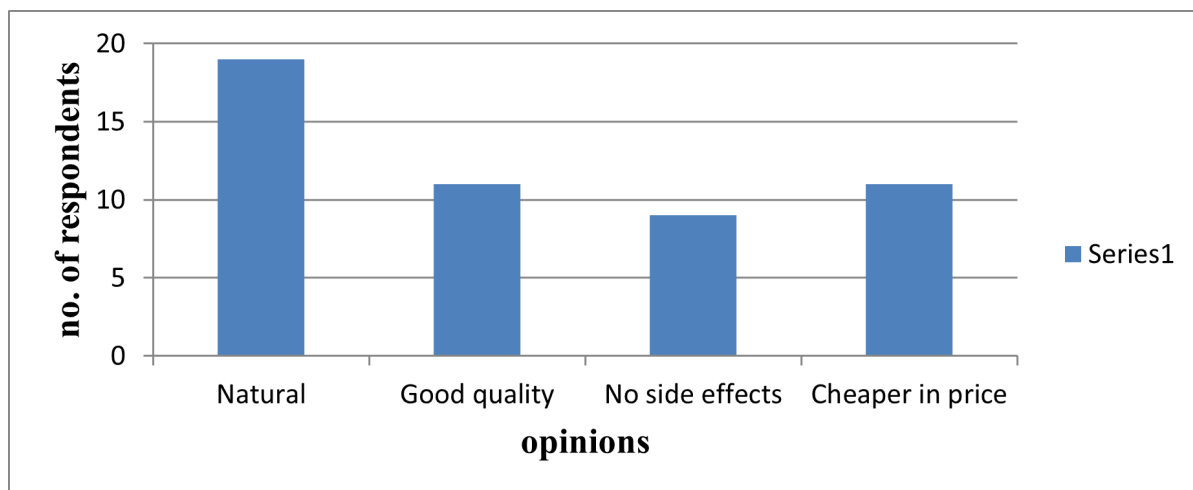


Figure 6: Showing reasons for choosing patanjali cosmetic products.

From the above table, out of total observation according to 38% choose it because it is natural, 22% choose it because it is of good quality, 18% choose it because it has no side effects and 22% choose it because it is cheaper in price.

Table 7

*Yoga works as complementary*

Opinion	No. of respondents	Percentage
Strongly agreed	24	48
Agree	18	36
Average	8	16
Disagree	0	0

Source: Field report 2024

From the above table, out of total observation 48% strongly agree, 36% agree, 16% average and 0% disagree on the fact that ‘PRANAYAMA’ or ‘YOGA’ are complementary for products produced.

**Does “Low pricing” has helped Patanjali cosmetic product to gain large market share?**

Table 8

*Low price*

Opinion	No. of respondents	Percentage
Strongly agreed	22	44
Agree	12	24
Average	10	20
Disagree	6	12

Source: Field report 2024

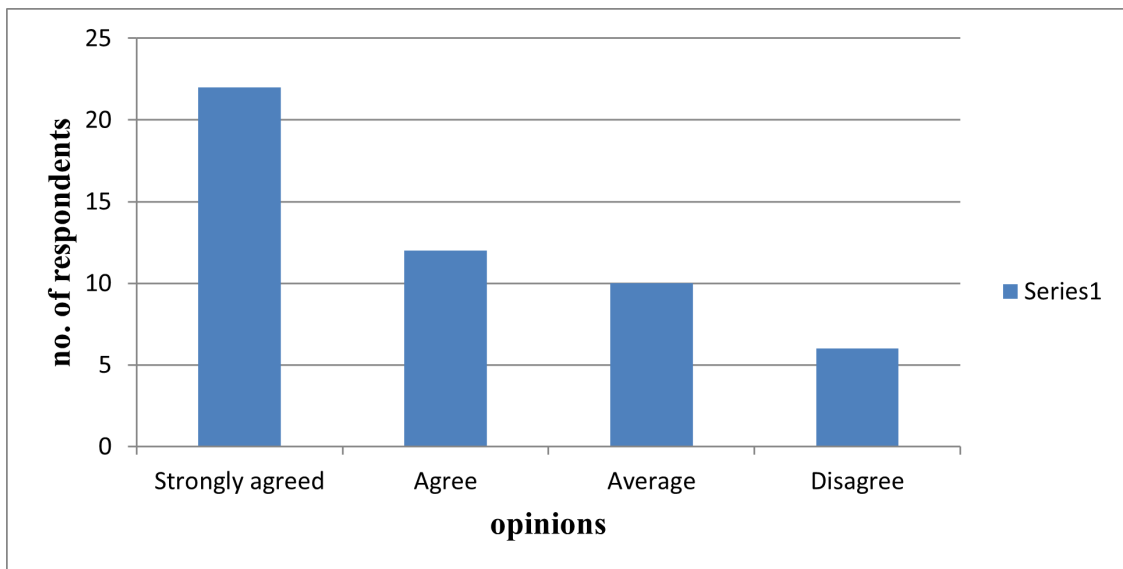


Figure 7: Showing opinions of people towards the fact that ‘low price’ has helped patanjali to gain large market share.

From the above table, out of total observation 44% strongly agreed, 24% agree, 20% average and 12% disagree on the fact ‘low price’ has helped patanjali to gain large market share.



**Does “Low Pricing” has helped Patanjali to gain large market share?**

Table 9

*Showing of product creates negative impact on consumers.*

Opinion	No. of respondents	Percentage
Strongly agreed	36	72
Agree	10	20
Average	3	6
Disagree	1	2

Source: Field report 2024

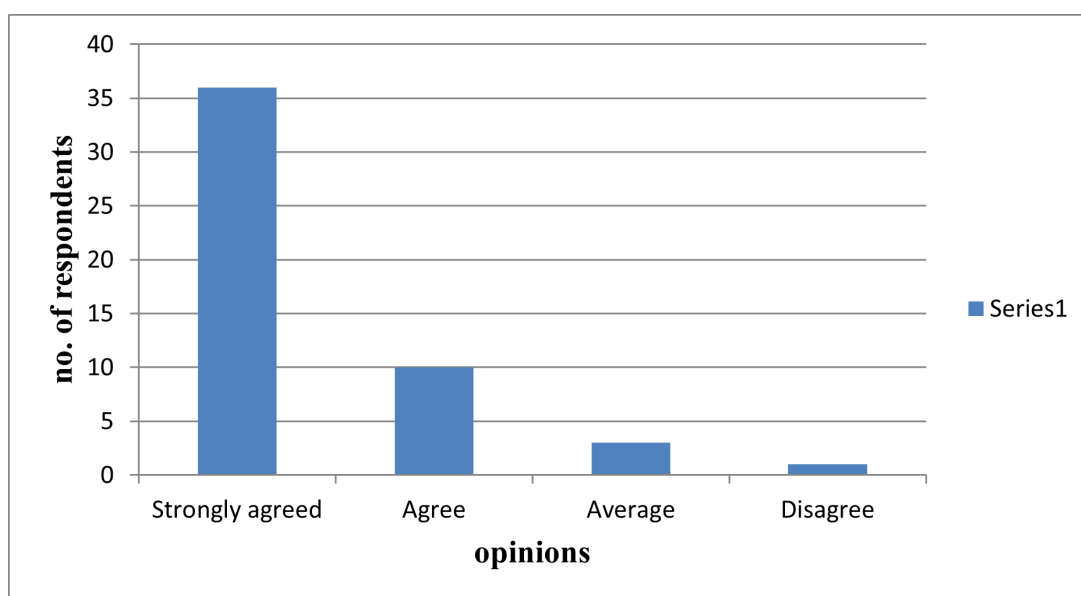


Figure 8: Showing people’s opinion on fact that shortage of product creates negative impact on consumers.

From the table, out of total observation 72% strongly agree, 20% agree, 6% average and 2% disagree on the fact that shortage of product creates negative impact on consumers.

**Most of Patanjali consumers are facing problems like products shortage does this create negative impact on consumers?**

Table 10

*Channels of distribution*

Distribution channels	No. of observation	Percentage
Online	15	30
Retailer	20	40
Patanjali stores	5	10
Wholesale	10	20

Source: Field report 2024

From the table, out of total observation 30% is online, 40% are retailer, 10% are patanjali stores and 20% are wholesale channel of distribution.

**Do brand image of Ramdev Baba affect your selection of patanjali product over others?**

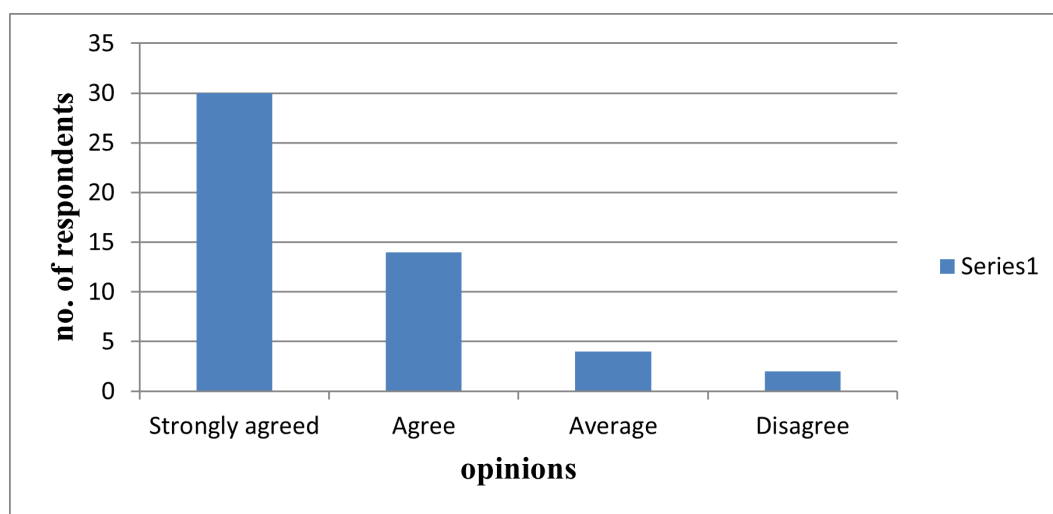


Figure 9: Showing people’s opinion on the fact that brand image of Ramdev Baba affects selection of product over other.

From the table, out of total observation 60% strongly agree, 28% agree, 8% average and 4% disagree the fact that brand image of Ramdev Baba affects selection of products over other.

**Does Patanjali continues innovation has led to increase market share?**

Table 12

*Innovation*

<b>Opinion</b>	<b>No. of respondents</b>	<b>Percentage</b>
Strongly agreed	37	74
Agree	6	12
Average	5	10
Disagree	2	4

*Source: Field report 2024*

From the table, out of total observation 74% strongly agree, 12% agree, 10% average and 4% disagree the fact that continuous innovation has led to increase market share.

**Do you agree that Patanjali products have appealing packages?**

Table13

*Packaging and Labeling*

<b>Opinion</b>	<b>No. of respondents</b>	<b>Percentage</b>
Strongly agreed	25	50
Agree	10	20
Average	9	18
Disagree	6	12

*Source: Field report 2024*

From the table, out of total observation 50% strongly agree, 20% agree, 18% average and 12% disagree the fact that packing and labeling of patanjali appealing.

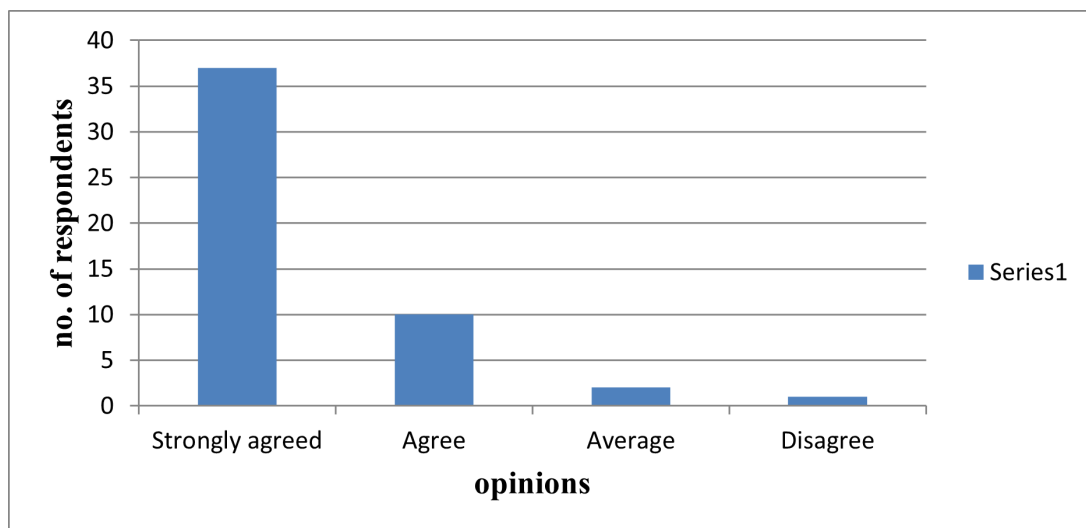
**Does Patanjali provides large number of products?**

Table 14

*large number of products*

Opinion	No. of respondents	Percentage
Strongly agreed	37	74
Agree	10	20
Average	2	4
Disagree	1	2

Source: Field report 2024



*Figure 10: Showing on the fact that patanjali off large number of products.*

From the table, out of total observation 74% strongly agree, 20% agree, 4% average and 22% disagree the fact that patanjali off large number of products.

**Findings:**

The study revealed that the majority of Patanjali product users are aged 50 years and above. It was found that 72% of these users are female. Educated individuals, aware of the benefits of Ayurvedic products, tend to use Patanjali products as well. The field study indicated high levels of customer satisfaction, with most respondents finding Patanjali products more affordable than other market alternatives. The study also highlighted that many people view

yoga as complementary to Patanjali products. There was strong agreement that low pricing has helped Patanjali gain market share in the Nepalgunj area. However, a shortage of products in the market has led some customers to switch to other brands. Most purchases are made from retailers, with a noted shortage of distributors, wholesalers, and Patanjali stores. Approximately 60% of respondents believe that the brand image of Ramdev has contributed significantly to the company's success. Continuous innovation by Patanjali is seen as a key factor in rapidly increasing their customer base. The labeling and packaging of Patanjali products were found to be attractive by about 50% of respondents. The large variety of available products has enabled Patanjali to capture a significant market share. Lastly, the study found a preference among consumers for natural products over chemical ones.

### **Conclusion**

The findings in the paper show that there are many significant factors that together make up the buying decision of the product. Customer's perceptions towards a brand are built largely on the satisfactory value the user receives after paying for the product and the benefits the user looks for. In the above study, a large portion of the users is satisfied from Patanjali products. It may be because of reasonable price of the product. It may be due to ability of the product to cure the problem. The satisfaction brings in the retention of the customers. Patanjali is enjoying the advantageous position in market through spirituality element involved in its products. However, it should not ignore the competitors like Naturals, pure roots, and Vindhya Herbals. Patanjali in order to retain more customers and satisfy them must fulfill the claims made by the company before any brand may mushroom up and take away the benefits of marketing through spirituality. Majority of people are using Patanjali products due to influence of Baba Ramdev. According to findings about 50% of people above 50 years are engaged in the use of this product only 20% youth using these products so there is need to target youth towards importance of the use of chemical free products.

### **Action Implication**

Each company makes its own strategies for its product and brand. These strategies are made keeping in to consideration all the internal (employees, stake holders, final conditions) and external (customers, competitors) factors. These strategies directly help the company to increase the demand of its costumer's product which then helps increase the sales. These

strategies could be promotional strategies, pricing strategies, distribution strategies etc. Since nowadays, people are moving towards healthier lifestyle, thus through this study I want to know consumers perceptions towards herbal products and strategies used by the company to distribute its product on the basis of customers buying behavior in Nepalgunj region. Patanjali products are able to capture large market share in Nepalgunj area. Majority of middle aged consumers are involved in the consumptions of the products. It has given a tough competition to the well-established companies. Due to good reputation the company has earned huge name and fame. High quality products and being natural products with no side effects has also induced consumers for the consumptions of the patanjali products. Effective pricing policy of the Patanjali has also attracted to the consumers of low income and middle-income group. The goodwill of Ramdev Baba has also helped the company largely for its establishment in the customer's heart. Observations, questionnaires, feedback helped me to understand growing influence of the company. Its strong marketing strategy has also led to success. Consumers of patanjali has also involved in word of mouth promotion due to no side effects and natural ingredients.

### **Recommendation**

Based on the study's findings, several recommendations can be made to Patanjali to improve its market presence and customer satisfaction. Firstly, it is suggested that Patanjali consider associating with additional brand ambassadors beyond Ramdev Baba, as relying solely on one ambassador may not be fruitful in the long run. Additionally, the growing organic sector presents a high growth potential for Patanjali, and the company should capitalize on this trend. Furthermore, the global market remains largely untapped, offering a significant opportunity for diversification. Patanjali can also leverage yoga as a complementary service to enhance the user experience of its products. To address the issue of product shortages, the company can tie up with local retailers to ensure a steady supply of products. Moreover, Patanjali should consider offering discounts, rebates, or other promotions to remain competitive with other brands. Expanding its online presence by partnering with e-commerce sites can also increase its reach and exposure. Finally, the company should focus on attracting youth consumers, who are increasingly interested in herbal products, and address the issue of product shortages, which is leading some customers to switch to other brands.

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