A STUDY ON INFLUENCES OF MARKETING STRATEGY ON CONSUMERS OF PATANJALI PRODUCT IN THANJAVUR CITY

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ABSTRACT

Marketing is a strategy used by companies to communicate with the consumer and make him knowledgeable about the various features of their products and services. It is an essential part of attracting the target buyers to a particular product, and companies use various innovative or tried-and-tested techniques to stay ahead of their competitors and make their place in the market. The process usually begins with a scan of the business environment, both internal and external, which includes understanding strategic constraints, including technological, economic, cultural, political and legal aspects. Goals are chosen then a marketing strategy or marketing plan is an explanation of what specific actions will be taken over time to achieve the objectives. Plans can be extended to cover many years, with sub-plans for each year, although as the speed of change in the merchandising environment quickens, time horizons are becoming shorter. Ideally, strategies are both dynamic and interactive, partially planned and partially unplanned, to enable a firm to react to unforeseen developments while trying to keep focused on a specific pathway; generally, a longer time frame is preferred. Marketing strategy should not be confused with a marketing objective or mission. For example, a goal may be to become the market leader, perhaps in a specific niche; a mission may be something along the lines of "to serve customers with honor and dignity" in contrast, a marketing strategy describes how a firm will achieve the stated goal in a way which is consistent with the mission, perhaps by detailed plans for how it might build a referral network, for example. Strategy varies by type of market. A well-established firm in a nature market will likely have a different strategy than a start-up Plans usually involve monitoring, to assess progress, and prepare for contingencies if problems arise.

1. INTRODUCTION

Marketing concept

1. The marketing concept holds- "achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions better than competitors do".
2. Here marketing management takes a "customer first" approach.
3. Under the marketing concept, customer focus and value are the routes to achieve sales and profits.
4. The marketing concept is a customer-centered "sense and responds" philosophy. The job is not to find the right customers for your product but to find the right products for your customers.
5. The marketing concept and the selling concepts are two extreme concepts and totally different from each other.

2. REVIEW OF LITERATURE

This chapter presents the review of literature to identify and understand the implications of different issues related to influences of marketing strategy on consumers in india . A comprehensive review of related past studies helps the researcher to adopt, modify and improve the conceptualization of framework and provide a link with past approaches. The findings and recommendation of the past literature relating to marketing strategies towards consumers . Only few comprehensive studies exclusively towards marketing strategies carried out in india. Based on the review of literature the

researcher has enable to identify her source for the present study. The available studies are collected from research articles, committee reports, projects and surveys conducted.

❖ **Mazzarol (2015)** observed at the commencement of the new millennium, small businesses are being heralded as the engine of economic growth, the incubator of innovation, and the solution to decades of persistent unemployment the fulfillment of the enormous potential of the sector has been a consistent theme since the commencement of industrial revolution In both developing and developed countries, promoting small and medium-sized enterprises (SMEs) is one of the most viable strategies for achieving national development goals such as economic development, strengthening the industrial base and local production structure (Hall berg, 2000). Most of the academic literature and empirical studies relating to organizational behaviour in SMEs are based upon data gathered in developed countries. Previous research outcomes ought to be cross-validated and put into another perspective when studying SMEs in a developing country (Liargovas, 1998). There appears to be little doubt that small businesses do make a large net contribution to the creation of new jobs compared with large businesses.

❖ **Soman, Dilip and Gourville, T. John (2015)** 'O investigated how and why price bundling affect the consumption of a service based product such as a sporting event or a theatre performance. The results of the study showed that price bundling leads to a decoupling of the sunk coRugman and D'Cruz86 developed a stream of research that potentially links international business to globalization theories, pointing to the essentially, regional " rather than, global‖ level of activity in the early 21st century. This theoretical route again has difficulties when applied to retailing because of the different nature of the international organization of investment in retailing and the importance of the local market, and adoptions to it, for retailers. The globalization studies start from an economic perspective, as in Spulber's (2007) study of Dairy Farm and so do not address the issues

of social change that have become explicit in the recent activity of international retailers. Set and pending benefits of a transaction there by reducing the likelihood of downstream consumption.

3. EXECUTION
RESEARCH METHODOLOGY

Methodology implies more than simply the methods you intend to use to collect, it is often necessary to includes consideration of the concepts and theories which underline the methods. There are many different ways to approach the research that fulfils the requirements of a dissertation.

RESEARCH DESIGN

A research design is indispensable for research project. A research design represents a compromise dictated by many practical considerations. Research design is the followed for this research study is descriptive research design where we find a fact solution to an existing one.

COLLECTION OF DATA
Primary data

Primary data refers to information that is generated to meet the specific requirements of the investigation at hand. The tool used for collected the primary data is set prepared questionnaire.

Secondary data

The researcher collected the secondary data from internet, Book, Journals etc.,

SAMPLING DESIGN
Universe of the study

The universe of the study consisted of total population of thanjavur city. The wide population is 2,405,890 people.

Sampling method

The researcher has used the simple random sampling methods.

Sampling size

Sample size for the study is 75 which are selected from the vast universe.

SCOPE OF THE STUDY

❖ It helps to understand product plays an important role in market
❖ It helps to understand the satisfaction level of consumer regarding the Patanjali product
❖ It analyze knowledge of consumer regarding Patanjali product.

LIMITATIONS

- ✓ The study is based on information collected only 75 respondents.
- ✓ The study was shortage of time and resources for the functioning the operation.
- ✓ This study is maximum taken from the primary sources.
- ✓ So these data is not fully exact.

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4. DATA ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups. The data after collection has to be processed and analyzed in accordance with the outline laid down in research plan or research design. This is essential for a scientific study and for ensuring that we have all relevant data for making comparisons and analysis. Technically processing of data implies editing, coding, classification and tabulation of collected data so that they are available for analysis

TABLE – 4.1
DISTRIBUTION OF RESPONDENTS ACCORDING TO THE
AGE OF THE RESPONDENTS

S.NO	AGE OF THE RESPONDENTS	NO.OF RESPONDENTS	PERCENTAGE
1	20-30	27	36
2	30-40	24	32
3	40-50	20	27
4	ABOVE 50	4	5
	TOTAL	75	100

SOURCE: Primary Data
INTERPRETATION:

The table shows that majority 36% of the respondents belong to the age group between 20-30years, 32% of the respondents in the age group between 30-40 years, 27% of the respondents in the age group between 40-50 years, 5% of the respondents in the age group above 50 years

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CHART- 4.1
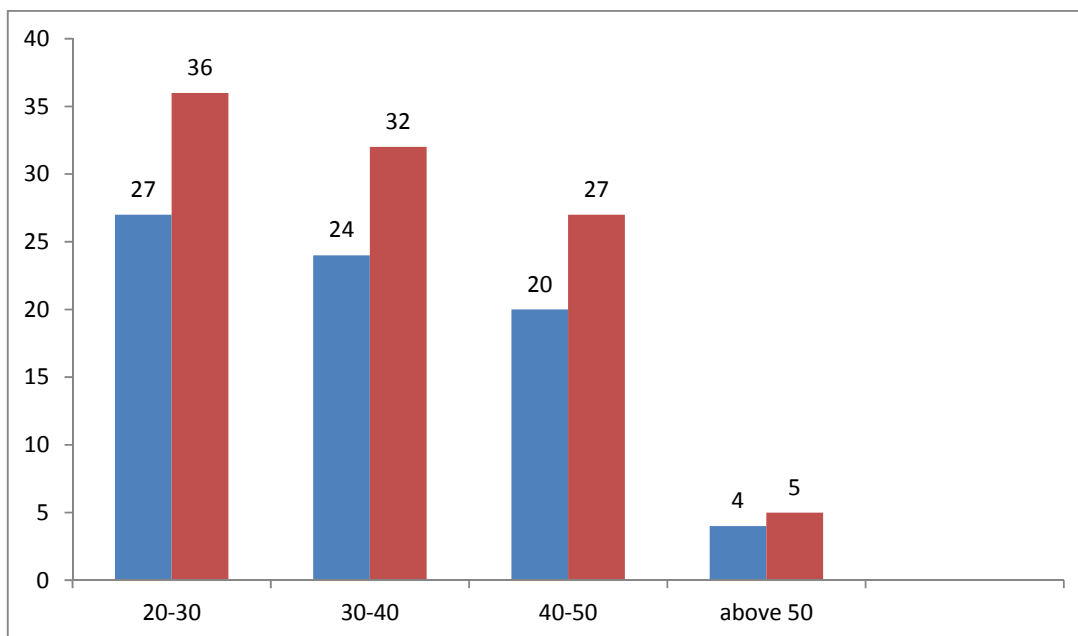**DISTRUBUTION OF RESPONDENTS ACCORDING TO THE**
AGE OF THE RESPONDENTS

TABLE – 4.2
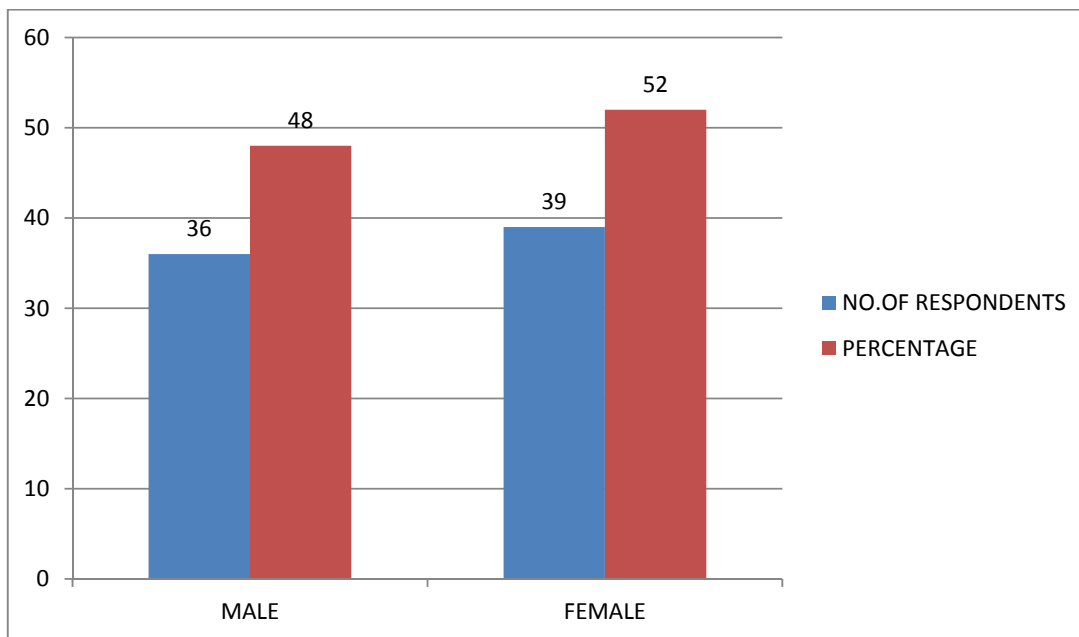**DISTRIBUSTION OF RESPONDENTS ACCORDING TO THE**
GENDER

S.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1	Male	36	**48**
2	Female	39	**52**
	Total	**75**	**100**

SOURCE: Primary Data

INTERPRETATION:

The table shows that majority 52% of the respondents are female and 48% of the respondents are Male.

CHART- 4.2 DISTRIBUTION OF RESPONDENTS ACCORDING TO THE GENDER

CHI SQUARE TEST
TEST- 1
ASSOCIATION BETWEEN GROUP OF PATANJALI PRODUCT AND LEVEL OF SATISFACTION

RATE OF SATISFACTION LEVEL	CATEGORY				TOTAL
	Medicine	Food product	Ayurvedic	Super foods	
Good	5	17	4	-	26
Very good	8	36	4	-	48
Poor	-	1	-	-	1
Very poor	-	-	-	-	-
Total	**13**	**54**	**8**	**-**	**75**

Null hypothesis (Ho)

There is no significance difference between the respondent's category of Patanjali and rate of satisfaction level.

Alternative hypothesis (H1)

There is no significance difference between the respondent's group of Patanjali and level of satisfaction

Chi – square Test:

$$X^2 = E \frac{(Oi-Ei)^2}{E}$$

where,

Oi　　　=　　observed expectancy

Ei　　　=　　Expected frequency

Ei　　　=　　$\frac{RT \times CT}{GT}$

Where,

RT	=	Row Total
CT	=	Column Total
GT	=	Grand Total

Expected frequency (EI)

4.50	18.72	2.77	-	26
8.32	34.56	5.12	-	48
0.17	0.72	0.10	-	1
-	-	-	-	-
13	54	8	-	75

Degree of freedom $\quad$ = $\quad$ **(r-1) (c-1)**
$\qquad\qquad\qquad\qquad$ = $\quad$ (4-1) (4-1)
$\qquad\qquad\qquad\qquad$ = $\quad$ 3 x 3
$\qquad\qquad\qquad\qquad$ = $\quad$ 9

Calculated value x^2

$\qquad$ The tabulated value x^2 0.05 degree of freedom at 4 at 5% level of significance is 16.9

Conclusion:

Since, calculated value of x^2 is lower than the tabulated value. Hence,

Null hypothesis is accepted. So, it concludes that there is no significant association between the there is no the group of Patanjali and level of satisfaction.

5. CONCLUSION

The study concluded that Patanjali product have gained significant place in the market and captured quite a huge lot of consumer with a short period of time. A marketing strategy is something that constantly evolves, adapting to changing market conditions. Within Enterprise, the outcomes from its many different types of business are constantly reviewed and evaluated. Judgments are then fed into the decision making process. This enables new strategies to be developed to improve operations. However, while strategies change, one aspect of the business has remained in place. This is insured focus on high level of customer service and employee relations. This strategy has enabled enterprise to enjoy continued growth and the proposed of further growth in future.

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