# CONSUMER PURCHASING INTENTION TOWARDS PATANJALI PRODUCTS WITH SPECIAL REFERENCE TO KATHMANDU CITY, NEPAL

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**ABSTRACT:**

**This paper has conducted with the objective to find the consumer intention towards the Patanjali Product in Kathmandu, the capital of Nepal. This research focuses on analyzing the relationship between Consumers perceived value, Consumers perceived price, Consumers perceived Quality, Consumers Perceived Benefits and Consumer Purchasing Intention. For this purpose around 60 consumers' feedbacks have been considered. This research was conducted by using the primary data source. Correlation analysis indicated that Purchasing intension and the Consumer perceived value, consumers perceived price, consumers perceived quality, Consumer perceived benefits have positive relationship.**

**KEYWORDS: Consumer perceived value, Consumer perceived price, Consumer perceived quality, Consumer perceived benefits and Purchasing intension**

## 1. INTRODUCTION:

The perception of Herbal and Pure has increased momentum in Nepal and across the word wide since people now a days are more centered towards keeping themselves near to nature due to their commercialized routine. Patanjali Ayurved Limited is an Fast-moving consumer good (FMCG) company. Patanjali Ayurveda Kendra Pvt Ltd. has registered in 2006 to company Register, Government of Nepal (Bhandari, 2017). Patanjali Ayurved Limited manufactures a wide range of Ayurvedic products that include home care, grocery, cosmetic, personal care, health care, medicine, nutritional products, etc. Patanjali became a leader in Natural and Ayurvedic product. Therefore, there is a high need to identify the factors which pressure the customer to shift into Patanjali Natural products and their knowledge as well.

## 2. LITERATURE REVIEW:

### 2.1. CONSUMER PURCHASING INTENTION:

A consumer's attitudes and opinion and external factors constructed users purchase intention, and it is important factors to predict buyers behaviors (fishbein, 1975). Buying purpose can measure the probability of a shoppers to buy a product, and the higher the purchasing intention is, the higher a consumer's willingness is to buy a product. Buying intention indicates that consumers will follow their knowledge, preference and external environment to collect information, evaluate alternatives, and make buying decision.

### 2.2. CONSUMERS PERCEIVED VALUE:

Value is a key factor in buyers buying intention and shoppers will purchase the products with high-perceived value. Sawyer (1990) considers that perceived value is important ancestor to effect consumer-purchasing intention because it is composition of transaction utility and acquisition utility. According to Woodruff (1997), Defined value is the perspective of the users, considering what they need and trust that they get from purchasing and using a seller's products.

### 2.3. CONSUMERS PERCEIVED PRICE:

Erickson (1985) stated that price has been important issues requiring consideration with limited budget on buying intention. Some scholars have said that price and properties were regarded as the most important elements. From shopper's cognitive conception, price is something that must be given up of scarified to get positive kinds of products and services (Zeithal, 1988).

### 2.4. CONSUMERS PERCEIVED QUALITY:

The product value is the important area the marketers have to receive considerable attention in market literature. According to cueutilization theory, several researchers revealed that products consist if any collection of cues that serve as proxy indicators of quality (Cox, 1967)

### 2.5. CONSUMERS PERCEIVED BENEFITS

Consumers Perceived benefits refer to the opinion of the positive significances that are caused by a specific action. Moon (2005), describe that perceived soy health benefits significantly affect purchasing intention.

Based on the previous studies, the hypothesis was then developed

H1: There is relationship between perceived value of the Patanjali products and purchasing intension of the consumers in Kathmandu.

H2: There is relationship between price of the Patanjali products and purchasing intension of the consumers in Kathmandu.

H3: There is relationship between Quality of the Patanjali products and purchasing intension of the consumers in Kathmandu.

H4: There is relationship between Benefits of the Patanjali products and purchasing intension of the consumers in Kathmandu.

## 3. RESEARCH METHODOLOGY:
### 3.1. QUESTIONNAIRE DEVELOPMENT AND MEASUREMENT:

The relationship between the Perceived values, Perceived cost, perceived quality, Perceived benefits and consumers' attitude to adopting online shopping intention was investigated. The quantitative survey method was conducted by distributing the questionnaires . The questionnaire was divided into two parts. Part A was proposed to collect the respondents' demographic information such as Genders ,Marital Status, Education Level, Income Level of the respondent. A total of four questions were included in this part.

Part B included 21 questions, which were separated into five categories in terms of the independent variables and dependent variable. The respondents were required to provide their rating on their perception using a five-point Likert Scale measurement that ranged from 1=Strongly satisfies, 2=Satisfies, 3=Neutral, 4=Dissatisfies, and 5=Strongly Dissatisfies.

### 3.2. SAMPLES AND DATA COLLECTION PROCEDURES :

The non-probability sampling technique was used for conducting the sampling process and the convenience sampling technique was used in this research. The target respondents of this survey were the people of Kathmandu ,Nepal.who have used Patanjali Product. Among the population, the sampling frame were most of the youths as they tend to spend more time on internet and have more knowledge to use it. A convenience sampling is a method used by selecting those people as respondents who are easy to reach. Convenience is one of the main types of non-probability sampling method. The sample size for the study was 60 people from Kathmandu city who have previously purchased patanjali goods from online.The primary focus of data collection was on primary data i.e. self-administered questionnaires. The questionnaires prepared were provided to the sample population by asking them to fill it.

### 4. DATA ANALYSIS TOOLS:

Data collected from the respondent was categorized and summarized. Data was mainly arranged in spreadsheet. Tables and figures were used for presenting data. Descriptive statistics like percentage and mean was used mainly as necessary. SPSS software was used for descriptive analysis, correlation analysis, and test hypothesis.

### 5. ANALYSIS AND FINDINGS:
### 5.1. RELIABILITY ANALYSIS:

Table 1 Summary of reliability Test

| Cronbach's Alpha | No of Items |
|---|---|
| 0.718 | 5 |

According to Sekaran (2000) Cronbach's Alpha coefficient less than 0.6 are considered poor. Greater than 0.6 are considered acceptable and greater than 0.8 are considered good. **Table 1**shows the cronbach's alpha coefficient of the questionnaires asked to respondents, which is 0.718. This shows that the data collected are 71.80 % valid and reliable which means the reliability of the instrument used is acceptable and good. Subsequently, all indicators were used for data collection.

### 5.2. DEMOGRAPHIC PROFILE OF THE RESPONDENTS

In this chapter demographic profile of respondents is analyzed and explained. It helps to get insight into the demographic profile of the respondents. The respondent's profiles include Age, gender, marital status, Education and Income level.

Table 2 Demographic profile of the Respondents

| S.NO | VARIABLES | CHARACTER | Frequency | PERCENTAGE |
|---|---|---|---|---|
| 1 | Gender | Male | 31 | 51.7 |
| | | Female | 29 | 48.3 |
| | | **Total** | **60** | **100.0** |
| 2 | Age Group | 15-20 | 9 | 15.0 |
| | | 20-25 | 29 | 48.3 |
| | | 25-30 | 6 | 10.0 |
| | | 30-35 | 4 | 6.7 |
| | | 35-40 | 6 | 10.0 |
| | | 40-45 | 2 | 3.3 |
| | | 45-50 | 4 | 6.7 |
| | | **Total** | **60** | **100.0** |
| 3 | Marital Status | Married | 17 | 28.3 |
| | | Unmarried | 43 | 71.7 |
| | | **Total** | **60** | **100.0** |
| 4 | Education Level | SLC | 4 | 6.7 |
| | | Intermediated | 7 | 11.7 |
| | | Bachelor | 28 | 46.7 |
| | | Master | 21 | 35.0 |
| | | **Total** | **60** | **100.0** |
| 5 | Income Level | Below 20000 | 25 | 41.7 |
| | | 20000-40000 | 13 | 21.7 |
| | | 40000-60000 | 11 | 18.3 |
| | | above 60000 | 11 | 18.3 |
| | | **Total** | **60** | **100.0** |

Table 2 clearly describes, out of 60 respondents, 51.7% of the respondents are male and 48.3% of the respondents are female Out of 100% respondents, 15% respondents are between the age of (15-20),48.33% respondents are between the age of (20-25), 10% respondents are age between age of (25-30) and (35-40),6.67%respondents are between the age of (30-35) and (45-50), 3.33% respondents are the age of (40-45). This result also shows that, between the age of 20-25 years people have more purchasing intention towards the Patanjali products.From the finding, it can be seen that the majority of the respondents is a bachelor degree representing 46.67% of total respondents. In addition to this, 4 respondents, representing 6.67% of total respondents are from SLC degree, 7 respondents representing 11.67% of total respondents are from intermediate degree and 21 respondents representing 35% are from Master degree. From the findings, average monthly income of the respondent i.e. 25 respondents has monthly income below 20000 which represents 41.67% of the total respondents. The lowest number of the respondent i.e. 11 respondent's monthly income is between "40000-60000" which represents 18.33% of total numbers of the respondents. 13 (21.67%) respondents have income level "20000-40000" and 11 (18.33%) respondents have income level above 60000.

## 5.3. DESCRIPTIVE ANALYSIS:

This section deals with the descriptive analysis of the data collected through the questionnaire during the research process.

Table 3 Summary of Descriptive Finding

| Variable | N | Mean | Std. Deviation | Remarks |
|----------|-----|------|----------------|---------|
| Perceived Value | 60 | 3.61 | .428 | Satisfies |
| Perceived Price | 60 | 3.48 | .569 | Neutral |
| Perceived Quality | 60 | 3.74 | .457 | Satisfies |
| Perceived Benefit | 60 | 3.52 | .447 | Satisfies |

The overall calculation is done where there is mean value (μ) =3.61 and standard deviation 428. Overall calculations interpret to mean that consumers of Kathmandu are satisfies with the value of Patanjali products.The overall calculations of price charged by Patanjali products are done where there is mean value (μ) = 3.48 and standard deviation (σ) = .569. The overall calculations of this independent variable price seem respondents are in neutral with the price charged by the Patanjali products. Price of patanjali products neither low nor high. Apart from that, consumers are also satisfied with the quality of the Patanjali products. Since the overall meanof the quality is this μ= 3.74and standard deviation is σ = .457. Quality of Patanjali product is better. Viewing about the benefits of the Patanjali products, it has found that overall mean μ= 3.52 and σ = .447. Respondents are satisfied with the benefits of the Patanjali products.

## 5.4.CORRELATION ANALYSIS:

Table 4 Correlation between value provided by Patanjali products andpurchasing intention.

| Particular | | Value | Purchase Intention |
|------------|---------------------|-------|--------------------|
| Value | Pearson Correlation | 1 | .447** |
| | Sig. (2-tailed) | | .000 |
| | N | 60 | 60 |

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

Calculated value shows that the correlation between value and the purchasing intention of Patanjali products of consumers is 0.447, which means there is positive relationship between them. The p-value is found to be 0.000. It means that p-value is less than that of 0.01 level of significance which states null hypothesis is rejected and alternative hypothesis accepted. So thatthere is significance relationship between perceived value of the Patanjali products and purchasing intention of the consumers in Kathmandu.

Table 5 Correlation between the price of the Patanjali products and purchasing intention of the consumers.

| Particular | | Price | Purchase Intention |
|------------|---------------------|-------|--------------------|
| Price | Pearson Correlation | 1 | .320* |
| | Sig. (2-tailed) | | .013 |
| | N | 60 | 60 |

*Correlation is significant at the 0.05 level (2-tailed).

Calculated value shows that the correlation between price and the purchasing intention of Patanjali products of consumers is .320 which means there is positive relationship between them. The p-value is found to be 0.013. It means that p-value is less than that of 0.05 level of significance, which states null hypothesis is rejected, and alternative hypothesis accepted. So, there is significance relationship between price of the Patanjali products and purchasing intention of the consumers in Kathmandu.

Table 6 Relation between the Quality aspects and purchasing intention of consumers

| Particular | | Quality | Purchase Intention |
|---|---|---|---|
| Quality of Patanjali product | Pearson Correlation | 1 | .425** |
| | Sig. (2-tailed) | | .001 |
| | N | 60 | 60 |

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

Calculated value from table 2.14 shows that the correlation between Quality and the purchasing intention of Patanjali products of consumers is 0. 425, which means there is positive relationship between them. The p-value is found to be 0.001. It means that p-value is less than that of 0.01 level of significance, which states null hypothesis is rejected, and alternative hypothesis accepted. Therefore, there is significance relationship between Quality of the Patanjali products and purchasing intention of the consumers in Kathmandu.

Table 7 Relation between benefits aspects and purchasing intention of consumers

| Particular | | Benefits | Purchase Intention |
|---|---|---|---|
| Benefits provided by the Patanjali products | Pearson Correlation | 1 | .213* |
| | Sig. (2-tailed) | | .102 |
| | N | 60 | 60 |

*Correlation is significant at the 0.05 level (2-tailed).

Calculated value shows that the correlation between Benefits and the purchasing intention of patanjali products of consumers is 0.213, which means there is positive relationship between them. The p-value is found to be 0.102. It means that p-value is greater than that of 0.05 level of significance, which states null hypothesis is accepted, and alternative hypothesis rejected. Therefore, there is no significance relationship between Benefits of the patanjali products and purchasing intention of the consumers in Kathmandu.

## CONCLUSIONS:

The consumers of the patanjali products in Kathmandu are showing the positivity towards these products. Analysis done through the descriptive statistics states that, respondents are positive towards the patanjali products in Kathmandu. The findings in this research show that, the variables that are used to measure the purchasing intention as value, price, quality, and benefits which bring out positive results. Consumers have agreed with these variables. From this research the consumers'

intention towards a brand is seem to build largely on the satisfactory value the user receives after paying for the product particularly in Kathmandu. It is similar in case with the quality and the benefits of the Patanjali products. The overall mean of the purchasing intention is 3.58 according to scale is that the consumers are, agree with these products. Hence, from the overall research analysis it comes to conclude that the consumers of the Patanjali products of Kathmandu are satisfied.

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