

# Consumer Perception and Behaviour Towards Patanjali Cosmetics in Bhopal

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**Abstract :** India's cosmetic industry has grown significantly as consumers have become increasingly interested in herbal and Ayurvedic cosmetics. Patanjali Ayurved is one of the prominent brands in this category, with its cosmetic products based on natural and traditional values. The objective of this study is to investigate consumer perception towards Patanjali cosmetic products in Bhopal, their usage pattern and sources of awareness, and the factors affecting consumer behaviour, particularly price, advertisements and social media, and product quality. The study is based on primary data obtained through a structured questionnaire from 500 respondents. Descriptive statistics were employed to analyze demographic characteristics, product usage and sources of consumer awareness, while ANOVA was used to test the hypotheses at the 0.05 level of significance. The results show that consumer awareness regarding Patanjali cosmetic products is considerable, with respondents using the products regularly or occasionally, and advertisements and social media having a significant impact on consumer awareness. The study also shows that price has a significant impact on consumers' purchasing intentions, while product quality significantly influences consumer satisfaction with Patanjali cosmetic products. The findings indicate that pricing, promotional communication and product quality are important factors shaping consumer behaviour towards Patanjali cosmetic products.

**IndexTerms -** Cosmetic Industry, Consumer Perception, Patanjali, Consumer Behaviour, Purchasing Intention.

## I. INTRODUCTION

The Indian cosmetic industry has undergone a notable transformation over the past two decades, driven by rising consumer consciousness, increasing disposable income, and a shift in lifestyle preferences (Prakash et al., 2024). As people have become more health- and environment-conscious, there has been a distinct movement toward products that are perceived as natural, safe, and free from harmful chemicals. This growing inclination toward herbal and ayurvedic products has paved the way for indigenous brands to establish a foothold in a highly competitive market (B. Kumar & Kaushik, 2025).

Among these brands, Patanjali Ayurveda has emerged as a prominent player, capturing public attention not only through its extensive range of products but also through its emphasis on swadeshi (indigenous) values, affordability, and traditional Indian science (Pokhrel, 2024). The brand, initially launched as a manufacturer of ayurvedic medicines and health supplements, quickly diversified into cosmetics, personal care, food, and household products. Patanjali's cosmetic range—comprising face washes, creams, lotions, hair care products, and more—has particularly attracted consumers who seek alternatives to chemical-laden products marketed by multinational corporations (Permata Sari et al., 2023).

The rising demand for Patanjali cosmetic products reflects a deeper shift in consumer perception. Rather than focusing solely on brand image or luxury, a significant segment of consumers today evaluates products based on perceived safety, ingredients, ethical production, and value for money. Furthermore, widespread media campaigns and a strong retail presence across urban and semi-urban areas have enabled Patanjali to penetrate diverse consumer segments (Choudhary, 2021).

Bhopal, the capital city of Madhya Pradesh, provides a relevant setting for this study due to its socio-economic diversity and growing urban population. As a Tier-2 city, Bhopal reflects both traditional values and modern consumption patterns, making it an ideal location to understand consumer attitudes toward brands like Patanjali. The study thus aims to explore the perception of consumers in Bhopal specifically towards Patanjali's cosmetic products, with a focus on awareness, demand, satisfaction, and loyalty. Understanding these perceptions is critical not only for marketers and brand strategists but also for policy-makers promoting herbal industries as part of broader national development goals.

### 1.1 Consumer Perception and its Importance

Consumer perception is the way consumers see, understand and interpret a product, brand or service as a result of their experiences, beliefs, expectations and what they have heard (Himani, 2021). The real quality of a product is not the only thing that affects it, there are also other factors like advertisements, brand image, price, packaging, social media presence, and recommendations from friends and family (Nair et al., 2024). The same product can mean different things to different consumers due to their varied needs and experience. A consumer perception is a very important factor in the success of a business (Akdoğan, 2021). Customers nowadays have numerous options and the perception is often dictating their purchasing decisions in today's competitive market (Nitinkrishna & M, 2025; Shaji, 2020). A positive perception aids in creating trust, customer satisfaction, and long-term loyalty to a brand. However, if a product is good, but there is a negative perception, then sales will be lost and the reputation of the company will be harmed (Subburaj & S, 2023). Knowing what consumers are thinking is also a great way to make better products and marketing strategies based on the customer's expectations. Businesses can detect whether customers like or dislike something and make the necessary changes to ensure that customers are more satisfied (Reitsamer et al., 2024; Srivastava, 2025). In particular, the cosmetic industry pays attention to the perception, as the consumer is more interested in product safety, quality, ingredients, and

reliability of the brand. Hence, companies like Patanjali Ayurved pay attention towards establishing a natural and genuine image to attract consumers and bolster their role in the market (Ezilarasi & Kavitha, 2021).

## 1.2 Rise of Herbal and Ayurvedic Products in India

Over the last several years, there has been a significant rise in the demand for herbal products and ayurvedic products in India. One of the reasons why many consumers opted for cosmetic and health care products that contain chemicals is due to the fact that they are easily available and are heavily marketed (Verma et al., 2024). However, consumers' preferences have shifted greatly as more and more people become aware of the importance of health, skin safety, and side effects of artificial additives. Today, people are more interested in natural, organic and herbal alternatives which are considered to be safer and healthier in the long term (Nedungadi et al., 2023).

Ayurveda has been around for centuries and is becoming popular amongst modern consumers. Consumers generally perceive that the Ayurvedic products are prepared from natural ingredients and are not as harmful as the chemical products (Amelia, 2023). This has opened up huge market potential for firms that produce herbs and ayurvedic products for cosmetics, personal care, health and food market (Kaur et al., 2021).

The consumer market has been made familiar with herbal products by several brands such as Patanjali Ayurved, Dabur, and Himalaya Wellness. They are dedicated to traditional ingredients, low costs and good marketing communication, establishing trust in the market (S et al., 2024). The growing popularity of social media, television commercials, and the growing awareness of natural living have also influenced the consumer's mindset toward opting for Ayurvedic products (V. Kumar et al., 2016).

Herbal and Ayurvedic products have not only been accepted as traditional medicine but also as contemporary choices of a healthy lifestyle today. This is an increasing acceptance, showing the adjustment of consumer's attitudes towards healthier and more sustainable living practices (Binorkar et al., 2018).

## II. STATEMENT OF THE PROBLEM

Consumers nowadays take a keen interest in health and natural products, and their preference has clearly become evident in the cosmetic market, where they seem to be drawn to products that are free of chemicals and use natural ingredients. This rising awareness has been reflected in increased demand for herbal cosmetics and Ayurvedic cosmetics in India, with companies like Patanjali Ayurved emerging in the market. Despite the claims of being a herbal, safe and affordable product by Patanjali, there is very little literature on consumer perception. Whether people buy Patanjali cosmetics due to their belief in the quality of Ayurvedic products, advertising campaigns or brand reputation, or even price benefits is yet to be ascertained. Also, it is necessary to investigate if consumers are actually aware about the product ingredients and if the product is of the quality and effectiveness as they expected. The study which has been taken in Bhopal is intended to know the factors affecting consumer perception, satisfaction, loyalty and trust towards Patanjali cosmetic products.

## III. LITERATURE REVIEW

(Kinkar, 2025) In recent years, Patanjali Ayurved Limited has emerged as a major player in India's FMCG sector, leveraging its strong cultural identity, affordability, and promise of Ayurvedic and natural products. This paper examines consumer behaviour towards Patanjali products in the Delhi-NCR region by analyzing brand perception, purchasing patterns, satisfaction levels, and factors influencing choice. A primary survey conducted with 100 respondents highlights that while Patanjali enjoys widespread usage and brand recall, consumers place a high value on product taste, price, and perceived health benefits. However, gaps in product quality consistency and availability still persist. Recommendations are provided for improving product strategy and consumer engagement.

(Nautiyal, 2025) The cosmetics business is a billion-dollar industry. The youngsters, males, and rural Indians are now more beauty oriented. Earlier cosmetics were mainly focused on female consumers, but now males are equally using cosmetics and beauty products. In 21st century, there is growing awareness about health, well-being, ayurveda and yoga. These all factors led in the rise of consciousness towards herbal cosmetics. This research is an attempt to study of Indian cosmetic market and the changing trends in it. This research will also focus on the big swadeshi brand Patanjali and how it changed the cosmetic industry in India. After the research, it will be helpful to know the inside story of the Indian cosmetics market and how to better it for the future, exploratory research and secondary data used in current study to reach at conclusion.

(Singh & Shrivastava, 2024) In the FMCG sector, there are several well-known and renowned FMCG brands. In India, the ultimate purpose of every business endeavour is customer satisfaction. Customers are the most significant economic group impacted by government and private sector economic actions. In the Indian herbal market, there are several well-known and renowned herbal brands. Patanjali is a significant FMCG product competitor in the market. The quality advantages provided by a brand affect the consumer's decision and usage of that brand over time, especially when it comes to eatable and cosmetic products. The primary purpose of this research is to better understand the consumers' personal characteristics, degree of education, and variables influencing their purchase of Patanjali Soap products.

(G & S.Tamilarasi, 2024) Patanjali Ayurveda Limited is an Indian Fast Moving Consumer Goods (FMCG) company. Manufacturing units and headquarters are located in the industrial area of Hardwar while the registered office is located at Delhi. The company manufactures mineral and herbal products. It also has manufacturing units in Nepal under the trademark Nepal Gram udhyog and imports majority of herbs in India from Himalayas of Nepal. Patanjali is the fastest growing FMCG company in India. It is valued at Rs.3,000 Crore (US\$450 million) and some predict revenues of Rs 5,000 Crore (US\$740 million) for the fiscal 2015–16. Baba Ramdev established the Patanjali Ayurveda Limited in 2006 along with Acharya Balkrishna with the objective of establishing science of Ayurveda in accordance and coordination with the latest technology and ancient wisdom.

## IV. OBJECTIVES OF THE STUDY

1. To study the perception of consumers towards Patanjali cosmetic products and the Patanjali Ayurveda brand.
2. To examine the impact of price on consumers' purchasing intentions towards Patanjali cosmetic products.

3. To examine the impact of advertisements and social media on consumers' awareness of Patanjali cosmetic products.
4. To examine the impact of product quality on consumers' satisfaction with Patanjali cosmetic products.

## V. RESEARCH METHODOLOGY

In the present study, the descriptive and quantitative research design is used to study consumer perception about Patanjali Ayurved cosmetic products in Bhopal. The descriptive approach was found to be adequate since the study was based on the understanding and description of consumer awareness, perception, satisfaction, expectation and brand loyalty without the manipulation of any variables. The research is completely based on the primary data collected from consumers by using a structured and self-administered questionnaire. The questionnaire consisted of questions covering personal characteristics of consumers and their perceptions and attitudes surrounding their buying habits on a five-point likert scale. The survey was sent out online and offline to ensure more respondents in this study and also in order to get the diversity of respondents. The Google Form, email and WhatsApp were used to distribute the online questionnaire, and printed questionnaires were distributed at retail outlets, public places and educational institutions throughout Bhopal.

The study adopted purposive sampling method because only those individuals who are aware of Patanjali cosmetic products or have used Patanjali cosmetic products were selected. This approach contributed to getting relevant and meaningful responses in relation to the study objective. A total of 500 valid responses were collected and used for analysis. The collected data were compiled, coded and organized in Microsoft Excel and then analyzed using SPSS software.

Table 1: Summary of research methodology

| Research Component     | Description                                   |
|------------------------|-----------------------------------------------|
| Research Design        | Descriptive and Quantitative                  |
| Data Type              | Primary Data                                  |
| Data Collection Tool   | Structured Questionnaire                      |
| Sampling Technique     | Non-Probability Purposive Sampling            |
| Sample Size            | 500 Respondents                               |
| Study Area             | Bhopal, Madhya Pradesh                        |
| Data Analysis Tools    | Excel and SPSS                                |
| Statistical Techniques | Descriptive Statistics and Hypothesis Testing |
| Scale Used             | 3, 4 and 5-Point Likert Scale                 |
| Survey Mode            | Online and Offline                            |

## VI. DATA ANALYSIS AND INTERPRETATION

This section presents a systematic analysis and interpretation of the data collected from 500 respondents regarding their perceptions and usage of cosmetic products offered by Patanjali Ayurved. The primary objective of this section is to transform the raw data obtained through structured questionnaires into meaningful insights that address the research objectives and hypotheses of the study. The data analysis process involves the use of descriptive statistics such as frequencies, percentages, and tabular representations to understand demographic characteristics, product usage patterns, and sources of awareness. In addition, inferential statistical techniques, particularly Analysis of Variance (ANOVA), are applied to examine the relationships between key independent variables—price, advertisements and social media, product quality, personal experience, and brand loyalty—and dependent variables such as purchasing intention, awareness, satisfaction, expectations, and preference. The interpretation of results is carried out carefully to explain patterns, variations, and statistical significance without drawing premature conclusions.

### 6.1 Demographic Information of the Respondents

Table 2: Gender

| Gender |        | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------|--------|-----------|---------|---------------|--------------------|
| Valid  | Male   | 291       | 58.2    | 58.2          | 58.2               |
|        | Female | 209       | 41.8    | 41.8          | 100.0              |
|        | Total  | 500       | 100.0   | 100.0         |                    |

Out of the total 500 respondents surveyed, 291 respondents (58.2%) are male and 209 respondents (41.8%) are female. The data indicate that male respondents constitute a comparatively higher proportion of the sample; however, female respondents also represent a significant share. This distribution shows that the study includes responses from both genders, ensuring representation of consumer perception towards Patanjali cosmetic products from male as well as female consumers.

Table 3: Age Group

| Age Group |                | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|----------------|-----------|---------|---------------|--------------------|
| Valid     | Below 25 years | 92        | 18.4    | 18.4          | 18.4               |
|           | 26–35 years    | 160       | 32.0    | 32.0          | 50.4               |
|           | 36–45 years    | 154       | 30.8    | 30.8          | 81.2               |
|           | Above 45 years | 94        | 18.8    | 18.8          | 100.0              |
|           | Total          | 500       | 100.0   | 100.0         |                    |

Out of the total 500 respondents, 160 respondents (32.0%) belong to the 26–35 years age group, followed closely by 154 respondents (30.8%) in the 36–45 years category. Respondents above 45 years account for 94 (18.8%), while 92 respondents (18.4%) are below

25 years. The data indicate that the majority of respondents fall within the 26–45 years age range, suggesting that middle-aged consumers form the dominant segment in the study of consumer perception towards Patanjali cosmetic products.

Table 4: Educational Qualification

| Educational Qualification |                  |           |         |               |                    |
|---------------------------|------------------|-----------|---------|---------------|--------------------|
|                           |                  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid                     | Higher Secondary | 55        | 11.0    | 11.0          | 11.0               |
|                           | Graduate         | 171       | 34.2    | 34.2          | 45.2               |
|                           | Postgraduate     | 111       | 22.2    | 22.2          | 67.4               |
|                           | Professional     | 76        | 15.2    | 15.2          | 82.6               |
|                           | Other            | 87        | 17.4    | 17.4          | 100.0              |
|                           | Total            | 500       | 100.0   | 100.0         |                    |

Out of the total 500 respondents, 171 respondents (34.2%) are graduates, constituting the largest educational group, followed by 111 respondents (22.2%) who are postgraduates. Additionally, 87 respondents (17.4%) fall under the 'Other' category, 76 respondents (15.2%) possess professional qualifications, and 55 respondents (11.0%) have completed higher secondary education. The data indicate that a significant proportion of respondents are well educated, suggesting that the study largely reflects the perceptions of consumers with higher educational backgrounds towards Patanjali cosmetic products.

Table 5: Occupation

| Occupation |                     |           |         |               |                    |
|------------|---------------------|-----------|---------|---------------|--------------------|
|            |                     | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid      | Student             | 46        | 9.2     | 9.2           | 9.2                |
|            | Private Employee    | 157       | 31.4    | 31.4          | 40.6               |
|            | Government Employee | 86        | 17.2    | 17.2          | 57.8               |
|            | Self-Employed       | 116       | 23.2    | 23.2          | 81.0               |
|            | Homemaker           | 52        | 10.4    | 10.4          | 91.4               |
|            | Other               | 43        | 8.6     | 8.6           | 100.0              |
|            | Total               | 500       | 100.0   | 100.0         |                    |

Out of the total 500 respondents, 157 respondents (31.4%) are private employees, representing the largest occupational group, followed by 116 respondents (23.2%) who are self-employed. Government employees account for 86 respondents (17.2%), while homemakers constitute 52 respondents (10.4%). Students represent 46 respondents (9.2%), and 43 respondents (8.6%) fall under the 'Other' category. The data indicate that a considerable proportion of respondents are engaged in employment or business activities, suggesting that working individuals form the major segment of consumers in the study of Patanjali cosmetic products.

Table 6: Monthly Income

| Monthly Income |                 |           |         |               |                    |
|----------------|-----------------|-----------|---------|---------------|--------------------|
|                |                 | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid          | Below ₹20,000   | 47        | 9.4     | 9.4           | 9.4                |
|                | ₹20,001–₹40,000 | 130       | 26.0    | 26.0          | 35.4               |
|                | ₹40,001–₹60,000 | 135       | 27.0    | 27.0          | 62.4               |
|                | ₹60,001–₹80,000 | 104       | 20.8    | 20.8          | 83.2               |
|                | Above ₹80,000   | 84        | 16.8    | 16.8          | 100.0              |
|                | Total           | 500       | 100.0   | 100.0         |                    |

Out of the total 500 respondents, 135 respondents (27.0%) fall within the income group of ₹40,001–₹60,000, representing the largest segment, followed closely by 130 respondents (26.0%) earning between ₹20,001–₹40,000. Additionally, 104 respondents (20.8%) belong to the ₹60,001–₹80,000 category, while 84 respondents (16.8%) earn above ₹80,000. A smaller proportion, 47 respondents (9.4%), have a monthly income below ₹20,000. The data indicate that the majority of respondents belong to the middle-income group, suggesting that Patanjali cosmetic products are largely consumed by consumers with moderate income levels.

Table 7: Descriptive Statistics

| Descriptive Statistics                                                          |     |     |     |      |       |
|---------------------------------------------------------------------------------|-----|-----|-----|------|-------|
|                                                                                 | N   | Min | Max | Mean | S.D.  |
| I prefer to purchase Patanjali cosmetic products whenever I need similar items. | 500 | 1   | 5   | 3.39 | 1.391 |
| I intend to buy Patanjali cosmetics in the near future.                         | 500 | 1   | 5   | 3.91 | 1.253 |
| I feel confident while deciding to purchase Patanjali cosmetic products.        | 500 | 1   | 5   | 4.03 | 1.222 |
| I consider Patanjali products as a good option while choosing cosmetics.        | 500 | 1   | 5   | 3.98 | 1.272 |
| I am willing to recommend Patanjali cosmetic products to others for purchase.   | 500 | 1   | 5   | 3.54 | 1.517 |
| I feel that the price of Patanjali cosmetic products is reasonable.             | 500 | 1   | 5   | 3.01 | 1.317 |
| The price of Patanjali cosmetics matches the value they offer.                  | 500 | 1   | 5   | 3.82 | 1.245 |
| I find Patanjali cosmetics affordable compared to other brands.                 | 500 | 1   | 5   | 4.11 | 1.137 |
| The pricing of Patanjali products encourages me to purchase them.               | 500 | 1   | 5   | 3.68 | 1.334 |

|                                                                                 |     |   |   |      |       |
|---------------------------------------------------------------------------------|-----|---|---|------|-------|
| I believe Patanjali offers good-quality cosmetics at a fair price.              | 500 | 1 | 5 | 3.50 | 1.479 |
| I am aware of the variety of cosmetic products offered by Patanjali.            | 500 | 1 | 5 | 3.14 | 1.409 |
| I have good knowledge about the ingredients used in Patanjali cosmetics.        | 500 | 1 | 5 | 3.82 | 1.301 |
| I am aware that Patanjali promotes chemical-free or natural cosmetic options.   | 500 | 1 | 5 | 3.98 | 1.251 |
| I am well informed about the benefits of using Patanjali cosmetic products.     | 500 | 1 | 5 | 3.61 | 1.321 |
| I can easily recognize Patanjali cosmetic products among other brands.          | 500 | 1 | 5 | 3.59 | 1.402 |
| Advertisements help me understand the features of Patanjali cosmetic products.  | 500 | 1 | 5 | 3.18 | 1.622 |
| Social media provides useful information about Patanjali cosmetics.             | 500 | 1 | 5 | 3.77 | 1.473 |
| I often notice Patanjali cosmetic promotions online.                            | 500 | 1 | 5 | 3.87 | 1.341 |
| Advertisements influence my interest in Patanjali cosmetic products.            | 500 | 1 | 5 | 3.62 | 1.289 |
| Social media reviews increase my trust in Patanjali cosmetics.                  | 500 | 1 | 5 | 3.72 | 1.365 |
| I am satisfied with my overall experience of using Patanjali cosmetic products. | 500 | 1 | 5 | 2.79 | 1.434 |
| Patanjali cosmetics meet my expectations regarding performance.                 | 500 | 1 | 5 | 3.96 | 1.177 |
| I am satisfied with the results I get from Patanjali cosmetic products.         | 500 | 1 | 5 | 4.15 | 1.081 |
| I feel happy with the benefits provided by Patanjali cosmetics.                 | 500 | 1 | 5 | 4.05 | 1.209 |
| My satisfaction level encourages me to use Patanjali cosmetics again.           | 500 | 1 | 5 | 3.42 | 1.557 |
| I find Patanjali cosmetic products to be of good quality.                       | 500 | 1 | 5 | 3.25 | 1.497 |
| The natural ingredients in Patanjali cosmetics make them reliable.              | 500 | 1 | 5 | 3.91 | 1.284 |
| Patanjali cosmetics maintain consistent quality across products.                | 500 | 1 | 5 | 3.83 | 1.440 |
| The quality of Patanjali products matches my expectations.                      | 500 | 1 | 5 | 3.69 | 1.344 |
| I believe Patanjali offers high-value cosmetics with safe ingredients.          | 500 | 1 | 5 | 3.71 | 1.361 |
| Skin Care Products                                                              | 500 | 1 | 4 | 3.05 | 1.035 |
| Hair Care Products                                                              | 500 | 1 | 4 | 2.98 | 1.019 |
| Oral Care Products                                                              | 500 | 1 | 4 | 3.04 | .979  |
| Body Care Products                                                              | 500 | 1 | 4 | 3.01 | 1.000 |
| Herbal Fragrance Products                                                       | 500 | 1 | 4 | 3.08 | .952  |
| Personal Hygiene Products                                                       | 500 | 1 | 4 | 3.07 | .921  |
| Beauty & Makeup Products                                                        | 500 | 1 | 4 | 3.05 | .969  |
| Media such as Radio and Television                                              | 500 | 1 | 3 | 2.44 | .718  |
| Friends and Family Members                                                      | 500 | 1 | 3 | 2.39 | .734  |
| Specialists (Doctors, Ayurvedic practitioners, experts)                         | 500 | 1 | 3 | 2.39 | .718  |
| Promotional Camps or Awareness Programs                                         | 500 | 1 | 3 | 2.42 | .719  |
| Magazines and Printed Publications                                              | 500 | 1 | 3 | 2.42 | .713  |
| Product Displays at Retail Stores                                               | 500 | 1 | 3 | 2.39 | .718  |
| Internet and Online Websites                                                    | 500 | 1 | 3 | 2.42 | .719  |
| Direct Producers of Patanjali Cosmetic Products                                 | 500 | 1 | 3 | 2.41 | .715  |
| Advertisements on Social Networking Sites                                       | 500 | 1 | 3 | 2.42 | .716  |
| Newspapers                                                                      | 500 | 1 | 3 | 2.40 | .721  |
| Emails or Forwarded Messages                                                    | 500 | 1 | 3 | 2.39 | .709  |
| Valid N (listwise)                                                              | 500 |   |   |      |       |

The descriptive analysis indicates that consumers generally hold a positive perception towards Patanjali cosmetic products. The findings show that respondents expressed favourable purchasing intentions, as they showed confidence in purchasing Patanjali cosmetics and considered them a good option among available cosmetic brands. Consumers also indicated a willingness to purchase these products in the future, reflecting a positive behavioural attitude towards the brand.

The analysis further reveals that price plays an important role in influencing consumer perception. Respondents largely agreed that Patanjali cosmetics are affordable compared to other brands and provide value for money. Awareness regarding the natural and chemical-free nature of Patanjali products was also high, suggesting that consumers strongly associate the brand with herbal and safe cosmetic products. Advertisements and social media were found to contribute positively towards consumer awareness and trust, especially through online promotions and social media reviews.

Consumer satisfaction and product quality recorded mostly positive responses. Respondents were satisfied with the results and benefits obtained from Patanjali cosmetics and considered the products reliable due to their natural ingredients. Similarly, consumers believed that the products fulfilled their skincare and beauty expectations to a considerable extent.

Usage pattern analysis showed that consumers regularly use different categories of Patanjali cosmetic products, while media, online platforms, and interpersonal communication emerged as important sources of awareness. Overall, the analysis suggests that affordability, natural ingredients, satisfaction, and brand trust significantly influence consumer perception towards Patanjali cosmetic products.

## 6.2 Hypotheses Testing

### Hypothesis 1

**H<sub>01</sub>:** There is no significant impact on consumers purchasing intentions by price of the products.

**H<sub>a1</sub>:** There is a significant impact on consumers purchasing intentions by price of the products.

Table 8: Hypothesis 1

| ANOVA                           |                |     |             |         |      |
|---------------------------------|----------------|-----|-------------|---------|------|
| Consumers Purchasing Intentions |                |     |             |         |      |
|                                 | Sum of Squares | df  | Mean Square | F       | Sig. |
| Between Groups                  | 6234.419       | 17  | 366.731     | 107.400 | .000 |
| Within Groups                   | 1645.843       | 482 | 3.415       |         |      |
| Total                           | 7880.262       | 499 |             |         |      |

The ANOVA results for Hypothesis 1 indicate that the price of Patanjali cosmetic products has a significant impact on consumers' purchasing intentions. The calculated F-value is 107.400 with a p-value of 0.000, which is well below the 0.05 significance level, leading to the rejection of the null hypothesis that price has no effect. The substantial variation observed between different price groups (Sum of Squares = 6234.419) compared to the variation within groups (Sum of Squares = 1645.843) demonstrates that consumers' purchase decisions vary significantly depending on the product price. This finding highlights that pricing is a critical factor influencing consumer Behaviour, suggesting that strategic pricing can effectively shape purchasing intentions for Patanjali cosmetics.

### Hypothesis 2

**H<sub>02</sub>:** There is no significant impact on consumers awareness by advertisements and social media.

**H<sub>a2</sub>:** There is a significant impact on consumers awareness by advertisements and social media.

Table 9: Hypothesis 2

| ANOVA               |                |     |             |         |      |
|---------------------|----------------|-----|-------------|---------|------|
| Consumers Awareness |                |     |             |         |      |
|                     | Sum of Squares | df  | Mean Square | F       | Sig. |
| Between Groups      | 6531.779       | 17  | 384.222     | 164.320 | .000 |
| Within Groups       | 1127.043       | 482 | 2.338       |         |      |
| Total               | 7658.822       | 499 |             |         |      |

The ANOVA results for Hypothesis 2 reveal that advertisements and social media have a significant impact on consumers' awareness of Patanjali cosmetic products. The F-value of 164.320 with a p-value of 0.000 is far below the 0.05 threshold, leading to the rejection of the null hypothesis that advertisements and social media do not influence awareness. The variation between groups (Sum of Squares = 6531.779) is notably higher than the variation within groups (Sum of Squares = 1127.043), indicating that differences in exposure to advertisements and social media meaningfully affect consumer awareness. This finding underscores the critical role of advertising and social media platforms in shaping consumer knowledge and familiarity with Patanjali products.

### Hypothesis 3

**H<sub>03</sub>:** There is a no significant impact on consumers satisfaction by quality of products.

**H<sub>a3</sub>:** There is a significant impact on consumers satisfaction by quality of products.

Table 10: Hypothesis 3

| ANOVA                  |                |     |             |         |      |
|------------------------|----------------|-----|-------------|---------|------|
| Consumers Satisfaction |                |     |             |         |      |
|                        | Sum of Squares | df  | Mean Square | F       | Sig. |
| Between Groups         | 7471.133       | 17  | 439.478     | 391.688 | .000 |
| Within Groups          | 540.809        | 482 | 1.122       |         |      |
| Total                  | 8011.942       | 499 |             |         |      |

The ANOVA results for Hypothesis 3 indicate a significant impact of product quality on consumers' satisfaction with Patanjali cosmetic products. The F-value of 391.688 and a p-value of 0.000, which is well below the 0.05 significance level, leads to the rejection of the null hypothesis that product quality has no effect on satisfaction. The between-groups variation (Sum of Squares = 7471.133) is substantially higher than the within-groups variation (Sum of Squares = 540.809), demonstrating that differences in perceived product quality strongly influence consumer satisfaction. These results confirm that higher-quality products significantly enhance the satisfaction of consumers using Patanjali cosmetics.

## VII. CONCLUSION

The present study focused on consumer perception towards the cosmetic products provided by Patanjali Ayurved and the factors affecting consumer perception, including price, advertisements and social media, and product quality, as well as examining their impact on purchasing intention, awareness and satisfaction. The findings were obtained through primary data collection from 500 respondents and analyzed using descriptive statistics and ANOVA, which provided a comprehensive insight into consumer responses towards Patanjali cosmetic products.

The study also shows that Patanjali cosmetic products have gained market acceptance as a significant number of the respondents are using the products regularly or occasionally in all the categories of skin care cosmetics, hair care cosmetics, oral care cosmetics, body care cosmetics, personal hygiene products, and beauty products. Several communication media such as television, radio, social media, internet platforms, promotional activities, print, friends, family members and Ayurvedic doctors play a significant role in boosting consumer awareness. This indicates that different forms of communication and promotional activities play an important role in creating consumer awareness and engagement towards Patanjali cosmetic products.

The results of hypothesis testing showed that all the three variables selected for hypothesis testing had a significant effect on consumer behaviour. Price was identified to have a significant effect on consumers' purchasing intentions, suggesting that

consumers consider price while making purchasing decisions regarding Patanjali cosmetic products. Advertisements and social media were also found to have a significant effect on consumer awareness, highlighting the importance of promotional and digital communication in creating awareness about Patanjali cosmetic products. Product quality was found to have a significant effect on consumer satisfaction, indicating that the quality and performance of cosmetic products are important in determining the satisfaction of consumers.

Based on the findings of the study, it is concluded that consumer behaviour towards Patanjali cosmetic products is influenced by important economic, promotional and product-related factors. Price affects purchasing intentions, advertisements and social media contribute to consumer awareness, and product quality influences consumer satisfaction. To remain competitive in the herbal cosmetic market, Patanjali should maintain affordable pricing, ensure consistent product quality and strengthen its promotional activities to improve consumer awareness and satisfaction.

### VIII. SUGGESTIONS

The study suggests that Patanjali Ayurved should adopt competitive and value-based pricing strategies to maintain positive consumer purchasing intentions. The company should make greater efforts to build consumer awareness and brand recall through integrated marketing communication, particularly by strengthening digital marketing and social media promotion. Since product quality is an important factor affecting consumer satisfaction, continual improvement in product quality, innovation in herbal product formulation, and effective quality control and assurance should be given due importance. Patanjali should also maintain consistency in product performance so that consumers receive satisfactory quality across different products and categories. Strengthening promotional activities, improving digital communication and maintaining affordable pricing along with consistent product quality can help Patanjali improve consumer awareness, purchasing intentions and satisfaction towards its cosmetic products.

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