

Customer Preferences Towards Patanjali Products A Study

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Table 6: Products expected by consumer in future from Patanjali Products No of Consumers Preferred Clothes 24 (40%) Cooking oil 27 (45%) Rice 24 (40%) Dry fruits 21 (35%) perfumes 12 (20%) Table 7 refers to why you are expecting these products from patanjali. Majority of the respondents 65% opines that

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"Customer preferences towards Patanjali products " A study on consumers with reference to Mumbai Suburban district has revealed that the people between the age group of 15-45 are the major consumers of Patanjali products. It was observed that between age group Of 15-25 years are preferring cosmetics. The Study Of Customer Perception Page 6/11

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"Customer preferences towards Patanjali products: A study on consumers with reference to Mumbai Suburban district", International Journal Of Advance Research And Innovative Ideas In Education, vol. 3, no. 1, 2017, p. 965-969. Available from IJARIE, http://ijarjie.com/AdminUploadPdf/Customer_preferences_towards_Patanjali_products__A_study_on_consumers_with_reference_to_Mumbai_Suburban_district_ajarjie3760.pdf (Accessed : 01 December 2019).

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perception towards Patanjali products. The factors that emerged through Exploratory Factor Analysis (EFA) are communication strategies, quality , availability of the products,

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Products. • To study the consumer awareness of patanjali products. Scope of the Study As we know that customer is the king of any business, it is essential to understand customers expectations, their preferences towards the product and their needs and wants. Without understanding consumer behavior no companies can survive. The main

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