

**“An Empirical Study To Know
The Degree of Consumer Loyalty
and Their Preferences Towards
Patanjali Products
With Special Reference to
Lucknow Region of Utter Pradesh”**

(Thesis for the Ph.D. in Management 2015-17)

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DECLARATION

I **Shubhendu Shekher Shukla** (Research Scholar) hereby declare that present research work in the PhD thesis entitled **An Empirical Study To Know The Degree of Consumer Loyalty and Their Preferences Towards Patanjali Products With Special Reference to Lucknow Region of Uttar Pradesh**" is bonafide and result of my own effort and constant supervision of my guide **Dr. Sandhya Sinha** (Assistant Professor, Department of Commerce & Management).

I also declared that this work is neither previously done and nor carried for any other universities of India or across the world.

Date: 19 March 21

Place: Lucknow



Shubhendu Shekher Shukla

Certificate

This is to certify that the present research work presented in the Ph.D. thesis entitled "**An Empirical Study To Know The Degree of Consumer Loyalty and Their Preferences Towards Patanjali Products With Special Reference to Lucknow Region of Uttar Pradesh**" has been carried out by **Shubhendu Shekher Shukla** under my supervision and guidance. He has fulfilled all the requirements for the degree of **Doctor of Philosophy in Management** of the **Maharishi University of Information Technology, Lucknow (U.P.)**, regarding nature and prescribed period of work.

The present case is the outcome of hard work personally done by the researcher in an original manner.



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जीवन अस्थिर अनजाने ही, हो जाता पथ पर मेल कहीं,
सिमित पग डग, लम्बी मंजिल, तय कर लेना कुछ खेल नहीं।
दाएं-बाएं, सुख-दुःख चलते, सम्मुख चलता पथ का प्रसाद,
जिस-जिस से पथ पर स्नेह मिला, उस-उस रही को धन्यवाद ॥

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कुम्भकार की भांति बनाया हमको मिट्टी से बर्तन
हम बन जाँएँ कुन्दन जैसे, अतः तपाया खुद तन मन।
जीवन भर ऋणी रहेंगे, तेरे उपकारों से हम,
इसलिए आचार्य श्रेष्ठ ! तेरा शत कोटि बार वन्दन ॥

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मदिरालय जाने को घर से चलता है पीनेवाला,
किस पथ से जाऊं? असमंजस में है वह भोलाभाला |
अलग-अलग पथ बतलाते सब, पर मैं यह बतलाता हूँ
राह पकड़ तू एक चला चल, पा जायेगा तू मधुशाला ||

Date

(Shubhendu Shekher Shukla)



*Dedicated to my Loving
mother for their Nurturing,
Moralization and
Education.....
Thank You Maa.....*

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Chapter - 1

Chapter 1

Outlook of the Chapter

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1. Introduction

India's retail sector is regarded as one of the most vibrant and successful sectors owing to the arrival of a variety of major global players. This sector represents more than 11% of the Gross Domestic Product (GDP) of the nation and nearly 12% of jobs. India is recognized as the fifth-largest retailing industry in the nation.

Several players have joined the business sector in this field over the last few years, and most of them have not yet accomplished great things given the large initial infrastructure investment needed to contend with other firms. India's retail sector is steadily increasing its transition to the next expanding market in the immediate future.

In India at present, retail and property are the two growing markets. And, if market analysts are to be trusted, the fortunes in both industries are equally reliant on one another. Retail, one of the fastest developing industrial segments in India, has now evolved as among the most competitive and fastest-paced businesses of our period, with many players joining the sector. Representing more than 11 per cent of the country's 1/2 GDP and about 8 per cent of jobs retailing in India is steadily paving the road to become the next growing sector.

As the new retail market in India is expressed in the multiplex malls, vast shopping centres, and gigantic complexes providing purchasing, leisure activities and dining everything under one roof, the idea of spending has evolved in terms of size and customer purchasing behaviour, contributing to a transformation in retailing in India. It has also led to large-scale spending in the real estate industry, with big foreign and domestic players participating in infrastructural development and the creation of retail companies.

With new research on purchasing habits and population dynamics showing that a structural change has taken place as a consequence of the recent global economic crisis, retailers and manufacturers may need to respond to changing customer buying preferences in order to survive in today's shifting environment in the post-global economic downturn era.

Retailers ought to allow advertising and savings-related details more readily available through all communication points of the shopper. Moreover, the proliferation of internet tools and modern smart phone buying applications rendered it simpler for shoppers to locate a

particular item than ever before. Which makes it important for retailers and suppliers to refine their search engine and paying car search practices.

Consumer engagement is easier than new purchases, and client service strategy is the most cost-effective approach to improve customer growth, customer engagement and customer loyalty. Not only do satisfied buyers boost revenue, but they are often more inclined to buy new , high-margin ancillary goods and services. loyal consumers lower the cost of consumer awareness and education, particularly as they are becoming Net Promoter for your company.

I tried to identify customer-related factors in my research particularly with the aid of a survey in Patanjali products in the area of Lucknow. I'm conducting research on the following:

1. What is the market share of the Patanjali products and services?
2. What is the ratio of the customers who turn towards Patanjali products and services?
3. What is customer loyalty and how it is related with the Patanjali products?
4. What are the products Patanjali offers to customers?
5. How much customer trust on Patanjali products and services?
6. Marketing mix for the Patanjali products.
7. How Patanjali promotes the products in rural area? And other factors to consider for the consumerism.

1.1. About Lucknow

In India, Lucknow is known as a capital city of Uttar Pradesh state. Lucknow, the largest metropolitan region of India, is the administrative centre of the best known Divisions and Districts. After Delhi and Kanpur, it is the third biggest town in East, North, and Central India. Lucknow had been regarded as a culturally diverse town that blossomed in the 18th and 19th centuries as North India's arts and cultural centre and Nawab's leadership. It shall continue to be quite a significant hub of govt, schooling, trade, aviation, banking, healthcare, innovative technologies, architecture, entertainment, tourist industry, literature and art.

The town is located at an altitude of estimated 127 metres (408 ft) above sea level and covers an area of approximately of 2,628 square kilometres (986 sq mi). Lucknow is situated at the northwest side of the River Gomti, surrounded by the east of District of Barabanki, on the

west by Unnao District, on the south by Raebareli and on the north by Sitapur and by Hardoi. Hindi is the city's most common language, and Urdu is still spoken commonly. Lucknow is Shia Islam centre in India with the top Shia Muslims in India. It is easy to access by roadways, air, rail transport from any part of the country.

The capital of Awadh has traditionally been ruled under Mughal controlled by the Delhi Sultanate and eventually passed to the Awadh Nawabs. After Lord Clive 's surrender in Bengal, Awadh and Mughal Nawabs, it came under the control of the East India Corporation and was passed to the British Raj in 1857. Lucknow was independent on 15 August 1947, together with the rest of the country. It's the 74th fastest rising area in the country.

Lucknow, alongside Varanasi and Agra is one of three cities in the Uttar Pradesh History Circle, a chain of survey triangulations built by the Government of Uttar Pradesh to improve tourist industry.

The city of Lucknow is formally regarded as the 'Nawab City.' located on the shores of the Gomti River, it traces back to the period of the Suryavanshi dynasty. Nawab Asaf-ud-Daula founded Lucknow, the capital city of Uttar Pradesh. In ancient times it was the Nawab 's capital and for this reasons it's famously named as the Nawab's city. The period of the Nawabs conferred on Lucknow polite and respectful community and also mouth-watering culinary delights and thus is still popular today. Make the trip with us to Lucknow to find out more about this fascinating place!

However, after undergoing a massive transformation, Lucknow has tried to preserve its age-old beauty and glory. The town has not yet lost its energy, its elegance and its sophistication. The history of the Nawabs also endowed Lucknow with literary works, music , dance, and fine arts that gained much attention. In reality, it was only in the streets of the city that Tabla and Sitar were created. Via a tour to its many museums and landmarks, Lucknow tourism takes you closer to the majestic city.

And even after undergoing a massive transformation, Lucknow has continued to maintain his age-old beauty and glory. The energy, sophistication and politeness of the city had not yet completely compromised. In Nawab 's time Lucknow also had the opportunity to draw travellers here to the literary works, music , dance and fine arts. Actually, Tabla and Sitar

were born in the streets of the city only. Lucknow tourism brings us back to the city's golden days, with a visit to its many temples and monuments.

The town of Lucknow has a miraculous charisma that surrounds it. If it's exquisite food or the essence of a warming society, the city creates a beautiful impact on its tourists. There are several instances where people tell 'aap,' 'janab,' 'pehle aap' etc. It is often noticed. While Nawabi mansions have been replaced by apartments, the city is still as charming as it was before. Visit Lucknow and get lost in the city's magic and charm.

Table 1: Outline of Demography of Lucknow

Space	3244 sq. km
People	36,81,416
Literateness Rate	57. 5%
Rain	July - September
Phone STD Code	0-522
Dialects	Hindi, English, Urdu
State	Uttar Pradesh, INDIA

Leading the 10 most quickly developing non-major-metropolitan towns in India, Lucknow is now an important region that is undergoing a socioeconomic boom. It's Uttar Pradesh's second largest city. The rare synthesis of his cult grace and modern pace is the most enticing trait, which foreshadows the future.

1.1.1. Heritage of Lucknow

The rich background and tradition of the village of Lucknow are not only expressed in the many majestic temples, but also an important part of their lifestyles. Though Lucknow's first known references date back to 3000 BC, Emperor Akbar broke the Mughal empire into 12 provinces and selected Lucknow as the seat of government of Oudh-the most prosperous Province of the empire-from the 13th century. The Lucknow Shia Nawab constructed in the late 18th century several impressive buildings, industrial and shopping centres which enhanced the city's elegance and extravagance. In 1857, during the first liberation war, the



city sustained substantial destruction and during the British rule, the old history was overshadowed with modern inventions. The city has evolved enormously, and the distinctive "Lucknow" style has steadily faded since independence, organic, polished, rich and colorful. While the glorious history of the city is symbolized by various majestic structures, the below are the most well recognized.

1.1.2. Lucknow Tourist Attractions

Lucknow is a lovely town that preserves its ancient beauty. When you go to India, your visit to Lucknow becomes truly unforgettable. Make sure you visit the following sites worth visiting when booking for sightseeing tours in Lucknow. The beautiful temples constructed in the old ages continue to be seen and admired throughout the present day. See these tourist sites in the Lucknow Trips.



1.1.2.1. Bara Imambara

The Bara Imambara had been established in 1784 by the fourth Awadh Nawab named Asaf-ud-Daula. It was established in 1784 as part of a relief effort for a severe famine. Lucknow's Bara Imambara is one of Lucknow 's prominent monuments. It is also named Asfi Imambara, after the identity of the Nawab of Lucknow who established it. The Muslims who each year come here to observe the holy festival of Muharram, have a significant place of worship.

1.1.2.2. British Residency Lucknow

The British residence of Lucknow is a prominent heritage site of this city. The archaeological survey of India had already proclaimed it to be a secured site. The British house was the shelter of around 3000 British colonists at the time of the 1857 revolution. During the Blockade, Lucknow became the hub of all UK operations and for about 90 days the Residence was the British monopoly. Inside its walls there are still the tombs of some 2000 British soldiers who were killed during the 1857



uprising.

1.1.2.3. Chattar Manzil

Chattar Manzil is a very renowned Lucknow tourist attraction, one of the amazing constructions designed by the Nawabs of Lucknow. The radically distinctive architectural design is the most special thing about Lucknow's Chattar Manzil. The umbrella-shaped dome from which its name is derived is the most iconic part of this great architecture. The building still has some details of European architecture which indicate that perhaps the modern architectural style of Europe may have played a role. Lucknow's Nawab, Ghazi-ud-din Haider began constructing the Manzil chattar, but in the meantime he died. Then his son Nasir-ud-din Haider finished it.

1.1.2.4. Jama Masjid

The Jama Masjid was built in Lucknow in 1423 by sultan Ahmed Shah. It is completely constructed of a yellow sandstone and is renowned for its sophisticated architectural design. One of India's most magnificent mosques is named Jama Masjid of Lucknow. The Jama Masjid is often referred to in Lucknow as Jami Masjid. For Muslims in Lucknow, who assemble here on any successful occasion, the Mosque is an significant place of devotion.



1.1.2.5. Rumi Darwaza

One of the most remarkable structures in India is the Rumi Darwaza of Lucknow. Nawab Asaf-ud-daula built it in 1784. The Rumi Darwaza is a representation of Awadh's excellent architecture. Lucknow's Rumi Darwaza is also regarded as the Turkish Gateway since it should be identical for an ancient Constantinople in architecture. Learn more on Lucknow's Rumi Darwaza.



1.1.2.6. Clock Tower

The Clock Tower of Lucknow is situated between Bara Imambara and Chhota Imambara. In the year 1880, this massive structure was designed by Nawab Nasir-ud-Din Haider. With a

magnificent height of 221 feet, the Clock Tower in Lucknow is the highest clock tower in India. The clock tower also has the largest mounted clock that the government at the period cost approximately 1.75 lakhs.

1.1.2.7. Moti Mahal

One of India's most lovely historic sites is Moti Mahal in Lucknow. It was designed by the Nawab of Lucknow, Saadat Ali Khan. Also commonly called as the Pearls Palace, the Moti Mahal of Lucknow. The Moti Mahal is situated on the boundaries of Gomti and offers a magnificent panoramic view of the city of Nawabs. The Nawabs preferred the above palace to watch flying birds and spend leisure time here. The entire structure consists of three buildings.

Shah Manzil and Mubarak Manzil are the other two known buildings. Nawab Ghazi-ud-din Haider later decided to add these two buildings. They were used by the Nawab to observe horse battles and livestock wars. The Moti Mahal has been maintained to present by the authorities concerned and is one of the most famous sightseeing places to visit in Lucknow.

1.1.2.8. Lakshmana Tila

It is claimed that the town's initial location was originally at Lakshmana Tila. The tale goes down to pre - historic periods when Lord Rama 's brother, Lakshmana, laid the cornerstone of the vibrant city of Lucknow. Then it was identified as Lakshmanpur. This location is believed to be one of the first human communities in Lucknow.

1.1.2.9. Hussainabad Imambara

Lucknow 's biggest touristic draw is Hussainabad Imambara. In 1837 Mohammed Ali Shah built this shrine. Here there are the graves of Mohammed Ali Shah and his mother. The memorial walls are adorned with Arabic words, finely crafted by professional artisans. There's a stunning white dome and tones of pillars or minarets. The monument's interior is worth experiencing. You are finely adorned with intricate candlesticks, gold-framed mirrors and the magnificent King's chair. On either side of the shrine, there are little miniatures of Taj Mahal. During the Moharrum festival, the Hussainabad Imambara is beautifully engraved.

The entire system is surrounded by thousands of tiny bulbs and lights up in the evenings giving it a royal appearance.

1.1.3. Lucknow Weather

Lucknow is located in the northern part of India in the province of Uttar Pradesh. It experiences high temperatures in winters and in summers. Lucknow 's climatic patterns change in various climates although there is a great deal of variation between summer and winter temperatures. Lucknow is practically witnessing a humid subtropical atmosphere. Lucknow nature is very erratic, yet at the exact time it will rain or shine brilliantly.

1.1.3.1. Summer

Summers are very warm and run between April to July. The climate ranging from 30o Celsius to 49o Celsius and may get very humid in the month of June. Strong dry winds known as Loo cause the humidity levels very strong and throughout the afternoons it can be very sweaty. Summer season is typically hot and sunny with sometimes severe weather.

1.1.3.2. Monsoons

The downpours run from July to September and Lucknow gets its amount of rainy season from the monsoons of the southwest. Lucknow experiences an total annual precipitation of 101 centimeters. Post September it gets very humid and often due to the moisture relative humidity might very well increases. The evenings are fun, with cool air rising, which lowers the nighttime levels a little.

1.1.3.3. Winters

The winter months of Lucknow are cold and dry. Normally winters last from December until February, with very low temperatures. The temperature falls between 20 ° C and 3 ° C. It is not surprising that during the winter, Lucknow is shrouded by dense sky and visibility will practically sink to zero. Winters may be chillingly cold, so it's best to wear warm, woolen garments.

Lucknow's Climate data (Chaudhary Charam Singh International Airport)													
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Record high °C	30.4	34.2	40.9	45.0	46.2	47.7	44.2	40.4	40.1	37.7	38.0	29.9	47.7
Average high °C (°F)	22.5	25.8	32.0	38.0	40.0	38.4	33.9	33.2	33.1	32.8	29.2	24.6	32.0

Average low °C (°F)	7.5	9.8	14.5	20.5	24.6	26.7	26.0	25.6	24.1	19.1	12.8	8.4	18.3
Record low °C (°F)	-1.0	0.0	5.4	10.9	17.0	19.7	21.5	22.2	17.2	10.0	3.9	0.5	-1.0
Average rainfall mm	20.2	16.0	10.0	5.0	18.4	122.9	269.9	255.3	211.5	40.9	7.4	12.6	990.1
Average rainy days	1.5	1.5	1.0	0.6	1.6	5.4	12.0	11.6	8.6	1.7	0.5	0.8	46.8
Source : Indian Meteorological Department (record high and low up to 2012)													

1.1.4. Flora and fauna

Lucknow only has a woodland maximum of 4.66%, far below the state average of about 7%. All the trees are grown like - Peepal, Shisham, neem, mango, babul, ashok, khajur,

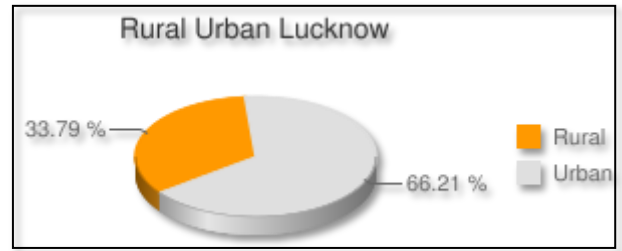
New kinds of mangoes, particularly Dasherri, are cultivated for exporting in the Malihabad region of the city. The agricultural products are potatoes, barley, sugar, paddy, mustard, cane and green vegetable such as cabbage, brinjal, cauliflower, and tomato. Likewise, marigolds, roses, sunflowers and are grown over a very wide field. Multiple medicative and natural crops are also cultivated here, whereas local Indian monkeys are located in stretches all across city woods, like Musa Bagh.

The Lucknow Zoo was established in 1921, one of the oldest in the world. It has a diverse array of species from Asia as well as other territories. The city does have a botanical garden, a region with large range of plants. It is also host to the Uttar Pradesh State Museum. It also has painting and sculpture works of art going back to the third century AD, which include expertly designed Mathura statues varying from dance females to Buddha's life images.

1.1.5. Economy of Lucknow

Lucknow Urban Agglomeration mainly uses aeronautical products, machine tools, chemicals for distilling and furniture as well as chicanery. GDP renders Lucknow one of India's top 15 cities.

Lucknow also houses the leading Research & Development facilities of the national Milk grid of the NDDC, the Central College of medicinal and fragrant species, the National Handloom Production Company and U.P. Lucknow has also developed a significant facility for scientific studies and growth. Import Corporation. Foreign Company.



Lucknow 's growth historically centred on the tertiary industry and the rest of the public served as government employees, placing six in the list of 10 fastest-growing metropolitan centres in India, as per the Assocham Placement Pattern survey. Larger commercial establishments are very small relative to other Northern Indian capital cities such as New Delhi. The economy is currently rising with revenues from the Agriculture, retail and refining industries and from medical / biotechnology industries. In the region, corporate promoters like CII and EDII have developed their services.

Lucknow is a rising IT core with different inhabitants of tech and IT. In Gomti Nagar, the business Tata Consulting Services is also the second largest organisation with their campuses, Uttar Pradesh. There are also local business entities that utilise collaborative access to technologies. There are also important domestic and government head office in the city for companies like Sony Corporation and Reliance Retail. The Government of the state on the Chak Ganjaria farms on the way to Sultanpur is building a large 100 acres (40 ha) city for IT and has already granted a special privilege for the economic zone for the project which will generate thousands of jobs in the state.

In the crafts market, the region has tremendous capacity and accounts for 60% of overall state exports. Marble objects, artwork, artwork, stones, jewellery, textiles, appliances, tech equipment , machines, machinery, garments, metal, silk, leather goods, glass pieces and chemicals are big exports. In sectors such as power generation, highways, expressways and preparation, Lucknow has encouraged public-private collaborations. The Government of India has allocated 200 crores (2000 million rupees) for the development of a textile sector cluster in the City in order to develop the textile industry in the Region.

1.1.6. Demographics and Social Profile

The LUA population expanded to over a million in 1983 when the 2002 census reported that it decreased to 2.34 million. The LUA population expanded to over one million. This involved approximately 70,000 in the Canton of Lucknow and 2.16 million in the area of Lucknow and contributed to a 34.53 percent growth over 1991.

Lucknow city with a populace of 2,915,233, including 1,459,147 of which are men and 1,357,385 women, according to the Indian Census 2011. Compared with 2001, this was a gain of 25.36 percent.

The district's population rose by 32.03% between year 1991 and year 2001, marginally below 37.14% estimated between year 1981 and year 1991.

In 2011 the population of Lucknow was 4,589,838, of which 2,394,476 and 2,195,362 were males and females. Lucknow had a total of 3,647,834 in the 2001 census. Of this, male population was 1,932,317 and female, the remaining 1,715,517. 2.30 percent of the overall Maharashtra population was created by the district of Lucknow. This was 2.19% of the population of Maharashtra during the 2001 census for the district of Lucknow.

In 2001, the population increased by 25.82 percent relative to 2001. Lucknow District reported a 32.03 per cent growth over 1991 in the previous Indian census of 2001.

Description	Year 2011	Year 2001
Total People	4,569,878	3,446,874
Men	2,357,476	1,535,317
Women	2,195,362	1,617,517
Gender Ratio (Per 1000)	927	887
Child Sex Ratio (0 - 6 Age)	918	918
Density/ km ²	1,816	1,443
Percentage to Uttar Pradesh Population	2.30%	2.19%
Population Growth	25.82%	32.03%
Area Sq. Km	2,568	2,568
Average Literacy	77.29	68.71

Male Literacy	81.56	74.98
Female Literacy	70.54	59.47
Total Child Population (0 - 6 Age)	543,641	547,950
Child Proportion (0 - 6 Age)	11.87%	15.02%
Boys Proportion (0 - 6 Age)	11.87%	14.80%
Girls Proportion (0 - 6 Age)	11.88%	15.27%
Female Population (0 - 6 Age)	259,679	261,877
Female Literates	1,384,320	879,065
Male Population (0 - 6 Age)	283,962	286,053
Male Literates	1,742,540	1,250,774
Literates	3,127,260	2,129,366

The district's initial preliminary data shows that in the year 2011, the population density per km² was 1,815 relative to 1,443 in the year 2001. Since the total land area of Lucknow Region is only around 2528 km², the density of population was far higher than that reported on state level of 690 people per km². The population of the Scheduled Caste state constituted 21.5 percent of the overall population, up from 21.15 percent on average.

In agricultural regions, about 36.37% of the local population consisting of just about 63.3% of metropolitan inhabitants. These numbers were also strong compared with the state overall, where just about 21 percent of the whole population consisted metropolitan residents. In year 2011, the percentage of sex in the city of Lucknow was 915 women per 1000 men compared with 888 in the 2001 census. As per the 2011 Census Directorate, the total nationwide sex ratio in India is 960.

In addition, the town provides a cumulative degree of literacy in Uttar Pradesh of 84.72 percent compared with 56.3 percent. The Lucknow district overall literacy rates for 2011 were 77.29% compared with 68.71% in 2001 at 87.81% and 81.36% respectively. The average figures for men in the district were 82.56% and for women 71.54%. In 2001, 75.98 and 60.47% of the percentages were the same. Lucknow has a total of 2,147,564 individuals, 1,161,250 of whom were men and 986,314 were women. The quality of education in the

district was substantially increased from year 1991. While the district 's total labour participation rate is (32.24%) greater than the state average (23.7%), Lucknow 's female participation rate is quite poor at just 5.6% which indicates a drop of 5.9% from 1991.

1.1.7. Education

Lucknow is host to a range of influential professional and research institutions, which include Indian Institute of Toxicology Studies National Botanical Academic College, King George's Medical University, Sanjay Gandhi Post Graduate Institute of Medical Sciences Indian Institute of Management Lucknow, Central Medicine Testing Institute, College of Engineering and Technology, Indian Institute of Information Technology, , Dr. Ram Manohar Lohia National Law University.

The city's educational establishments comprise of seven colleges, such as the Central University (Babasaheb Bhimrao Ambedkar University), University of Lucknow, the Medical University (Dr. Abdul Kalam Ajad Technical University) and a significant range of vocational schools, engineering and professional training centres. Other state-owned research institutions include Central Glass and the Ceramic Development Center, The Central Institution of Medicinal and Aroma Plants, and The Central Institution of Food Science Research. Most of Uttar Pradesh's main institutions are situated in Lucknow, namely Kendriya Vidyalaya, Mount Carmel College, St. Francis' College, Loreto Convent Lucknow, City Montessori School, Colvin Taluqdars College, St. Mary's Convent Inter College, Lucknow Public School, Amity International School, Stella Maris Inter College, Delhi Public School, Cathedral School, Modern School, , Seth M.R. Jaipuria School, Christ Church College, St. Agnes, Army Public School, Karamat Husain Girls college, Study Hall, Amiruddaula Islamia Degree College

City Montessori Academy, with more than 20 branches scattered across the region, is the only academy in the globe to win the UNESCO Peace Education Grant. CMS still holds the Guinness World Record for being the biggest school in the world with more than 40,000 pupils. The school is repeatedly listed among India's best ICSE schools.

Established in 1845, La Martiniere Lucknow was the first school worldwide to earn a distinction for combat. It is one of India's oldest and best-known colleges, always one of the top ten schools in the world.

A National Evaluation and Accreditation Council rates the renowned National P. G. Institution, associated with the University of Lucknow, as the country's second best university offering official education.

1.1.8. Literacy Rate of Lucknow

Lucknow's overall literacy rate was 77. 29 in 2011, in comparison with 68. 71 in the year 2001. If sexuality is analyzed, the literacy between men and women was 82. 56 and 71. 54 accordingly. The same statistics stood in the Lucknow district for the 2001 census, at 75. 98 and 60. 47. The overall literature in the district of Lucknow belonged to 3,127,260, of which 1,742,440 and 1,384,820 were men and women.

1.2. INDIA AS A GROWING RETAIL MARKET

Thanks to the accession of numerous new entrants, the Indian retail industry has grown into one of the most dynamic and fast-paced markets. It makes up over 10% of the country's Gross Domestic Product (GDP) and almost 8% of jobs. India is the world 's fifth biggest retailer.

India's retail sector is the highest of all sectors, responsible for over 10% of the country's GDP and about 8% of jobs. The Indian retail sector has emerged as among the most competitive and fastest-paced markets with many players joining the sector. But many of them have still not achieved success owing to the huge initial expenditures needed to break even with other firms to survive against others. India's retail sector is steadily building the path to become the next thriving market.

The general definition and perception of shopping has experienced a shift in style and customer purchasing behaviour, contributing to a change in buying in India. Modern retailing has penetrated the retail industry in India, as can be seen in the shape of busy shopping centres, multi-storey retail stores and massive malls, leisure and dining centres all under one roof.

Indian retail is one of the cornerstones of the economy , contributing nearly 22% of its GDP. It is reported that the Indian retail industry is US\$ 500 billion and one of the world's five largest retail sector with economic importance. India is with 1.2 billion people one of the world's fastest expanding retail markets.

The retail sector of India has mostly operated small shops since 2003. In 2010, big-scale grocery stores and superstores contributed for only 4 per cent of the overall, although they were mostly found in major urban centres. India is hiring nearly 40 million Indians (3.4 percent of population of India) in its logistics and retail sectors.

Until 2011, the Indian government declined to engage in multi-branded retail foreign direct investment (FDI), banning international companies from buying malls, grocery stores or independent retailers. Also single-brand retail was restricted to 51% control and a cumbersome procedure.

IKEA reported in June 2012 that it had sought permits for \$1,9 billion to invest in India and built a total of 25 retail outlets. Fitch Group analyst said that the 30 per cent threshold is likely to postpone substantially if it does not prohibit the opening of stores and the development of related employment in India by the majority of single-brand majors from Europe, the USA and Japan.

The Indian Government declared on 14 September 2012, with individual state approvals, its launch of FDI in multi-brand retail. This move was supported by financial experts and the investors, but it sparked demonstrations and upheavals in the political alliance system of India's central government. The Indian government officially told FDI reforms for single and multi-brand retail on 20 September 2012 to ensure their success according to Indian legislation.

In the Indian multi-brand retail sector, the Federal government approved 51 percent FDI on 7 December 2012. The government managed to get the sanction of the multi-brand retail trade in the parliament amid massive protests by the opposition (the NDA and left-wing parties)., Some countries might encourage overseas supermarkets such as Carrefour, Tesco and Walmart to open and others won't.

1.2.1. GOVERNMENT INITIATIVES

The Indian Government has undertaken several steps to improve the Indian retail sector.

- A Smart National Common Mobility Card (NCCM) model has been developed by the Ministry of Urban Development to facilitate improved commute by metro stations and other transportation platforms all over the nation, and also some consumer purchases.
- In Hyderabad, joint capital of Telangana and Andhra Pradesh, IKEA has bought its first piece of ground in India to build a retail storage store and is also known for being the largest furniture stores in the world. The standard design of IKEA retail outlets involves a capital expenditure of approximately Rs 500–600 crore (US\$ 75–90 million).
- Rajya Sabha's select Committee on the Proposal for the Implementation of the Goods Services Tax (GST) accepted the government's amendments. Execution of the GST is believed to enable the mobility of products around the region, thereby boosting retail businesses for all-India retailers.
- The Government has approved a proposal to abolish comparison between various types of foreign spending by changing to a single composite threshold, that implies here that portfolio investment of up to 49% will not necessitate government permission, nor will someone have to act in accordance with sectoral scenarios, as long as it may indeed not lead in the change of ownership and/or control of government agencies to foreign nations. As a result, the attractive retail sector in particular is expected to increase foreign investment.

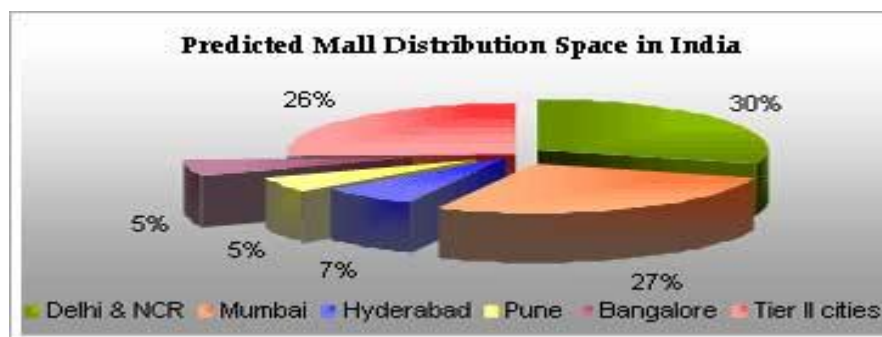
1.2.2. GROWTH OF RETAIL SECTOR IN INDIA, IT'S CHALLENGES & OPPORTUNITIES

Retail and property are currently India's two rapidly growing service industries. Although, if market analysts are always to be trusted, the fortunes in both industries are equally reliant on one another. Retail, one of the largest sectors in India, has now appeared as among the most competitive and fastest-paced markets of our period, with many players joining the sector. Representing more than 10 per cent of the nation 's GDP and about 8 per cent of workforce retail sector in India is progressively paving the way to be the next booming industry.

As the modern retail market in India is depicted in the bustling shopping centres, multi-storey department stores and gigantic complexes offering shopping, recreational activities and meals all under one roof, the framework of shopping has changed in aspects of layout and consumers ' purchase intention, leading to a revolution in Indian shopping. This has really led

to large-scale spending in the real estate market, with big national and foreign players participating in capacity building and the creation of retail companies. The trends which are propelling the marketplace of the retail industry in India

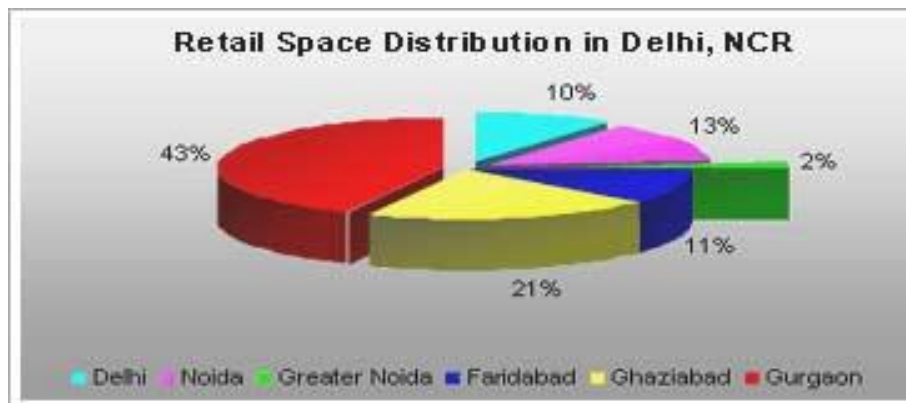
- Low proportion of organized retailing
- Falling property prices
- boost in disposable earnings and the ambitions of the consumer
- Increase in spending on luxury goods (CHART)



The growth in the young working population is another reliable factor in the future of the retail sector in India. In India, wide wage packages, nuclear families in metropolitan cities, along with an growing influx of working women and rising jobs in the services field. Such main forces have become the growth generators of the organised retail market in India, that now boasts most of its life choices – clothing & accessories, appliances, automobiles, cosmetics and toiletries, home & office goods, travel and leisure, and many more. This is a rejuvenation of the retail industry in India, as existing malls make room for modern models such as department stores , malls hypermarkets, and super markets.

Retailing in India is growing rapidly as shopping malls are becoming more and more common in major metro areas. The Tier II areas are no longer behind in the race when it gets to the advancement of retail spaces in particular the malls. ti If the project designs for 2007 are studied, 220 shopping centres were being expected, 139 metro centres and the other 81 in the tier two city. The government of states such as Delhi and the National Capital Region (NCR) is very positive in enabling lands to be used for retail construction,

thereby growing the amount of land available for commercial space and thereby bringing NCR returns to 50% of Indian malls.



1.2.3. RETAILING FORMAT IN INDIA

1.2.3.1. Shopping Malls

Today's largest mode of integrated retailing. Situated mostly in metropolitan cities, in the periphery of the western suburbs. It varies from 70,000 sq ft to 8,000,000 sq ft and beyond. They offer a perfect retail environment, mixing goods, facilities and leisure activities, all under a single roof. main types involve Pantaloon, Stop Shoppers and Piramyd

1.2.3.2 Specialty Markets

Chain stores like the Mumbai book store Crossword, the Bangalore-based Kids Kemp, the Times Group's music chain Planet and MRPG's Music World are oriented on particular business segments and have rendered a good presence in their domains.

1.2.3.3. Discount Retailers

As the name indicates, convenience stores or factory outlets give MRP promotions by selling total savings in volume or surplus supplies left over after the season. The commodity type can vary from a collection of durable / non - durable products.

1.2.3.4. Departmental Shops

Wide shops range from 20000 to 50000 sq. Ft, appealing to a wide spectrum of customer desires. Further categorised into regional divisions such as clothes, toys, house, grocery stores, etc. Departmental outlets are anticipated to take over the retail market from proprietary showroom companies. K Rahejah's Shoppers Stop is the largest game changer

among others, which was established in Mumbai and already has over seven retail outlets (about 30,000 sq . ft) throughout India, also it has its own apparel brand named Stop.

1.2.3.5. Hyper Marts / SuperMarts

Wide self-service stores, appealing to the specific desires of customers, are referred to as supermarkets. They are clustered in or close high-rise residential streets. Today, these outlets account for 30% of all food & beverage retail transactions. Super stores may also be divided as micro supermarkets usually 11,000 sq ft to 22,000 sq ft and big malls varying from 3,600 sq ft to 55,000 sq ft. with a heavy emphasis on food & retail and personal purchases.

1.2.3.6. Convenience Shops

There are comparatively tiny shops between 400 and 2000 sq. Feet located in the vicinity of populated neighborhoods. They sell a wide variety of high-turnover value items and are typically available for prolonged stretches of time through the day, 7 days per week. Rates are marginally higher owing to the premium for comfort

1.2.3.7. MBO 's

More than one brand is eligible at the Multi Brand outlets, often referred to as the Killer type. They typically perform well in busy market areas and the Metros.

1.2.4. RECENT TRENDS

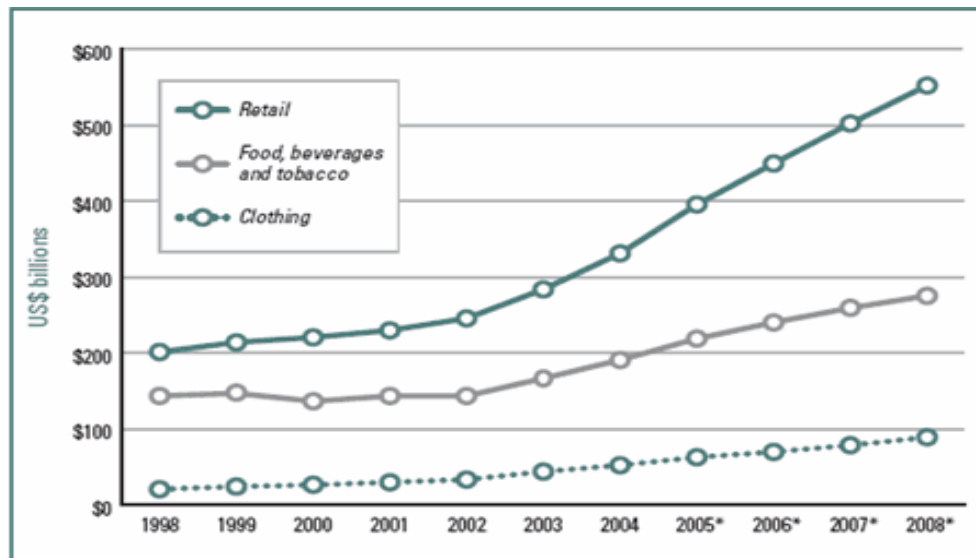
- In India, retail is undergoing an immense renovation work out as shown in the chart
- The fifth largest developing retail sector in the world is ranked by India, a possible mine of gold.
- It is projected that 200 trillion dollars, of which 3% or 6.4 billion dollars is organised retail (i.e. modern business)
- The annual growth of department stores is expected to be 24 percent according to the KPMG study.
- Ranked second in the 30 developed countries AT Kearney Global Retail Growth Ranking.
- Many drivers that lead to a surge in usage:
 - o Healthy society

- o Revenue growth
- o Growing female population
- o Expectations to raise value added sales of products
- Primary factors of development for the food and clothing retailing
- More metropolitan formal retailing in India
- A wealthy class pattern and rising number of households on double profits.

In the south and west of India more prosperous towns.

- The causes vary from variations in the price of household products to the valuation of land and tax regulations.
- Rural markets grow as an immense advantage for distributors in rural market share in most customer categories
 - o ITC aims to sell through its rural hypermarkets of Choupal and Choupal Sagar.
 - o HLL uses its Shakti project initiative to explore rural markets by women's self-help groups.
 - o Mahamaza utilises technologies and marketing network ideas to represent rural markets, and act as an information source.
- IT is a platform used by marketers from Amazon.com to eBay to dramatically alter their purchasing behaviour worldwide.
- Slowly make e-tailing know its existence.

RETAIL SALES IN INDIA



Sources: Economist Intelligence Unit and A.T. Kearney analysis *Data for 2005-2008 is based on estimates

1.2.5. THE ROAD AHEAD

Throughout the country, electronic commerce is continually growing. consumers are constantly seeking the lowest price collection of products. Possibly, e-commerce is the largest development in the retail sector and the movement will intensify in the coming years. Digital e-commerce platforms can be utilized by merchants such that they invest fewer resources on immovable objects and meet consumers in levels 2 and 3 cities better.

In order to create improved outcomes for the retail sector overall, all coordinated and unorganized retail firms must work together to produce new opportunities for their clients.

However, the sector has an optimistic long-term outlook, backed by growing wages, supportive demographics, international players' entry and accelerated urbanization.

1.2.6. CHALLENGES & OPPORTUNITIES

Retail market has witnessed such a revolution over the last years that perhaps the meaning has experienced a sea shift. The seller can no longer depend on purchases to be generated by guaranteeing the sheer existence of its items. Currently, retail industry has become more than just merchandise sales. It's about bringing consumers into a tale, expressing their expectations

and ambitions, and building long-lasting partnerships. As Indian consumers grow, they demand more and more any time they join a supermarket. Nowadays, Shopping has moved from offering a good or a service to offering a dream, an ambition and, most of all, an event that the customer will want to replicate.

For producers and service providers, the growing prospects in metro markets tend to lie in catching and providing improved value to consumers through retail. Main types are Apollo Hospital's Apollo Pharmacy, Marico's Kaya Skin Clinic and Chennai CavinKare's Lime Lite, to name a few, where manufacturing companies / service providers merge their own produced goods and services with that of others to create demand completely undiscovered. The last leg link appears to be growing vibrant and observational. Companies around the world still face an growing rural demand that is only slightly tapped leading to problems in rural retailing. Only creative ideas and models will withstand the time and commitment examination.

However, suppliers and service providers may also continually confront a number of sophisticated outlets, marked by the use of new marketing strategies, backed by virtually limitless financial capital. Structured shopping seems to be imminent.

Retail industry in India is reportedly expected to be a US\$ 200 billion market, with organized retail responsible for a paltry 4% or US\$ 6.5 billion. Managed retail is expected to hit USD 24 billion by 2010. For the retail sector in India, conditions haven't ever looked stronger and lighter. Obstacles for suppliers and service providers will prevail as consumer control moves to centralized retail.

1.2.6.1. CONCLUSION

The retail industry has continued to play a significant role worldwide in rising the efficiency of manufactured products and utilities. In terms of number of workers and businesses, it is also the second largest sector in the USA. There is no doubt that most industrialised economies depend heavily on their retail sector as a locomotive of expansion. India's retail sector is the highest of all sectors, responsible for more than 10% of the country's GDP and about 8% of jobs. The retail industry in India has emerged as one of the most competitive and fastest-paced markets with many players joining the sector. But many of them have not yet achieved success owing to the huge initial expenditures needed to break even with other firms

to contend with them. India's retail sector is steadily building the path to become the next thriving market.

1.3. RETAIL MARKETING Strategy – Significance and the importance

Once we grasp the idea of retailing, let's run over a few concepts first.

Market - Any arrangement or location where the participants are involved in the trade of products or services is referred to as a market. The groups are also referred to as buyers and sellers. The vendor shall give his products or services to the purchaser who, in effect, buys them in trade for money.

Merchandise - Tangible (items that can be shown and touched) actual objects which are passed from the vendor to the customer (consumer) to satisfy the desires of the user are referred to as merchandise.

Eg: Jagdish was the owner of two computers that he sold to Ram. In this scenario, the seller is Jagdish, while the buyer is Ram. Laptops are the items that belonged to Ram and belonged to Jagdish before.

1.3.1.1. What's Retail?

Retail incorporates the selling straight to the customer in moderate amounts for final use of products from a specific store (malls, markets, departmental stores etc.).

The transaction between the seller and the end customer as one specific unit (piece) or in limited amounts is nothing but a transaction in the language of a layman in order to meet the requirements of the person and his immediate use.

Let us use an example to comprehend the meaning.

Tina decided to buy a cell phone. She came to the nearest shop and bought one for herself.

According to the aforementioned example, Tina is the customer who went to a specific place (in this example the local store). She ordered a cell phone (Quantity-One) will be used by her. An illustration of the retail business.

The shop where Tina bought the phone had to offer her many choices to pick one relevant to her requirement and wants.

Where do you believe the user (also identified as the retailer) got all your devices?

Here the suppliers and the wholesalers come to play.

Retailers buy products in large sizes (huge numbers) to be distributed to end-users either straight from the producer or via a wholesaler.

1.3.2. What is management?

Management relates to a task of putting individuals with each other on a shared forum and helping everyone function mostly as collective team to fulfill the mission or priorities of every organization. management is important over all sorts of areas as well as being a crucial component among all enterprises.

1.3.2.1. Retail marketing

Retail strategy is the array of practices any company undertakes to build knowledge about goods or services to consumption for consumers.

Retail marketing comprises of digital marketing, product promotion, advertisement, and content blends. All of these variables are associated in molding retail marketing strategies.

Retail administration includes all the steps required to get customers into the shop and fulfil their buying needs. The various processes that allow consumers to purchase the goods they want from retail stores for their final use shall extend to retail management.

Retail promotion makes a fun retail experience and assures the customers depart the store with a smile. In other words, store operations enable shoppers to shop without any problems.

1.3.3. Retail Management Need & Why Retail Management?

On her birthday, Peter decided to send his wife a lovely watch. He went to the nearest supermarket to try out a variety of choices. Finding the watches took the salesman nearly an hour. That annoyed Peter, and he decided not to buy from the store ever again. - An indication of bad management.

You really cannot continue to have the consumer wait a long time. Merchandise has to be properly planned to prevent unwanted scans. In mommy and pop shops (kirana shops), such conditions are popular. Purchasing from these stores could never be enjoyed.

Retail business saves money and means that customers can easily locate the goods they need and return back home content. Effective administration throughout the shop avoids excessive misunderstanding.

Efficient management largely controls shoplifting.

- All goods that come to the shop, shall be kept by the retailer.
- goods should be well-arranged by colour, size , pattern, gender, etc. on the allocated aisles.
- Prepare well on shop design.
- There must be a specific number of items which are identical in the product line offered at the supermarket. These groups are referred to as categories. A consumer can just enter a certain segment without any support and search for goods.
- Each individual item for easy tracking must be given a special SKU code.
- The consumers must be provided with Appropriate labelling for them to navigate the product on their own.
- Don't leave the clients standing in line
- Assure customers are well attended by the sales executives. Help them shop. Saying hello, smile with greetings
- Adequacy of stock shall be maintained by the manufacturer.
- Giving assurance that the shop is maintained clean. Don't store unnecessary furnishings because it gives the shop an embarrassed look. Customers need to be free to move.
- The department manager, the store manager, the cashier and all the other staff must be instructed to make the most of their skills, from time to time. Their roles and responsibilities must be well known and customer focused. In their relevant positions staff should be highly skilled.
- To keep the cash flow in records, the store manager should produce daily revenue figures. Use software or keep records for that software.
- Clear the shelf with the unsold products. Store those products at some other place Somewhere there, hold them.

- Build a stunning collection.
- Plan stuff in ahead of time so that errors can be avoided later.
- Ask the clients, in case of return, to generate bills. Attribute to the same fixed scheduling. After a week, don't accommodate clientele.

1.3.4. Categories of Retail Outlets

Retailing suggests a method in which the retailer sells the products to the end user in moderate amounts for his own usage.

1.3.4.1. Departmental Stores

A departmental store is a place that delivers a wide variety of items to end-users under one roof. Buyers can always get almost all of the products in a department store they want to buy from one location. Department stores offer consumers with a wide variety of options and therefore meet all customers' demand.

1.3.4.1.1. Goods

- Electrical equipment
- Clothing
- Toys
- Grocery

Beauty products

- Shoes
- Casual apparel
- Jewellery
- Text books
- CD, DVD, etc.

Some Examples are- Pantaloon, Shoppers Stop

1.3.4.2. Cheap Stores

Reduced price shops provide end-users with a wide variety of items at an reasonable cost. In particular, the discounters offer a small variety and the durability, may in some situations be a bit lower than the supermarkets. Presently, Wal-Mart operates over 1300 discount stores in the US. Vishal Mega Mart is accessible in India.

1.3.4.2.1 Products

This store is similar to departmental store , however just at an reasonable price.

1.3.4.4 Super Markets

A supermarket is considered a grocery shop that usually offers foodstuffs and household goods, appropriately positioned and organised under all divisions. An highly developed type of a supermarket is a local grocery store which addresses consumers' household requirements. The different food items (meat, fruits, items for dairy use, juices etc.) are seen in their department heads to draw customers ' interest and to select any goods that they wish and require.

1.3.4.3.1 Products

- Items from bakery
- Grains
- Items of beef, seafood
- Vegetables
- Medicines
- Breads
- Fresh fruits
- Light beverages
- Canned Juices

- Frozen foods

1.3.4.4. Inventory Storage

A wholesale layout that offers reduced stocks in larger quantities at a discount price is called a warehouse store. The store's interiors are not really pleasant and the items are not shown appropriately.

1.3.4.5. Mom & Pop Shop (also known in India as Kirana Market)

Mom and Pop are local companies owned by residents in the surrounding town to respond to customer regular needs in the area. They sell definite products and therefore are not organised whatsoever. The store's scale is not very broad and relies on the capital the proprietor has. They're not selling high-end goods.

1.2.1.1. Products

- Eggs
- Cigarettes
- Grains
- Pulses
- Medicines
- Stationery
- Milk

1.3.4.6 Speciality Stores

Like the name suggests, a specialty shop will specialise on a single commodity or offer little but a small variety. Specialized shops carry only selected goods of a certain company to customers and rely on customer loyalty. Example: You will only find Reebok goods and nothing else at Reebok store, making this a specialty store. At a Reebok store you can not locate Adidas sneakers.

1.3.4.7. Shopping Malls

Many shops in one location form a mall. A mall will consist of multiple shopping stores, each of which would market its own items on a shared site.

1.3.4.8. Online Shopping

In today's scenario while sitting at home, consumers have the choice to buy products and services. People may set up their orders on the website, pay with the support of online banking, or plastic cards and goods are delivered at their door steps. That being said, there is a possibility that perhaps the goods requested may or may not be in similar condition as those purchased. Such kind of purchasing is advantageous for someone who has a busy lifestyle and therefore are unlikely to be able to go out to physical outlets. In this type of buying; transit expenses shall be paid by the customer himself. For example: Amazon, Rediff Shopping, EBAY etc..

1.3.4.9. Dollars Stores

Dollar stores sell limited items at incredibly low costs, and here the rates are set. Example- A 99 Store will only be selling all its products on Rs 99. No further negotiations shall be held. Besides that, the reliability of the goods has always been in question in discounted stores like these.

1.4. RETAIL ADVERTISING

That is the promotion of the good or service to the communication media. Retailers can promote an advertisement on digital media like tv, radio, smartphone, and the online world. Traditional media, like journals, pamphlets, billboards, mailing lists, are often common with retail chains for publishing advertisements. Retail advertisement allows marketers to reach out to a vast range of customers and to increase consciousness amongst consumers regarding the accessibility of the commodity.

The effectiveness of the advertisement on a specific medium varies depending on the client's degree of awareness, gender and area.

1.4.1. Sales Promotions

Sales promotion is a marketing technique intended to serve either as an reward, as an additional benefit or as an encouragement to the buyer for the good. Advertisements can generate an interest to purchase an item, but sales promotion ultimately tends to translate to purchases. Sales promotion influences current consumers ' loyalty, attracts new customers, factors that influence consumer purchasing behavior and boosts revenue. It contains the below methodologies:

1.4.2. Point of Purchase (POP) Displays

They are advertisements put next to the product in order to facilitate the selling so the buyer takes a purchasing choice.

1.4.3. Point of Sale (POS) Displays

These are advertisements displayed at the sales or billing counters that facilitate on-the-fly transactions made by the consumer at the last minute.

1.4.4. Promotional Cost

Such tactics such as Markdown (where the company reduces rates on a wide variety of items in the store), Loss Leading (where, no matter how good the commodity is, the manufacturer gives a substantial rebate), and Package Pricing (Buy one free or Get 3 pay on 1) are often used in discounted pricing.

1.4.5. Loyalty Schemes

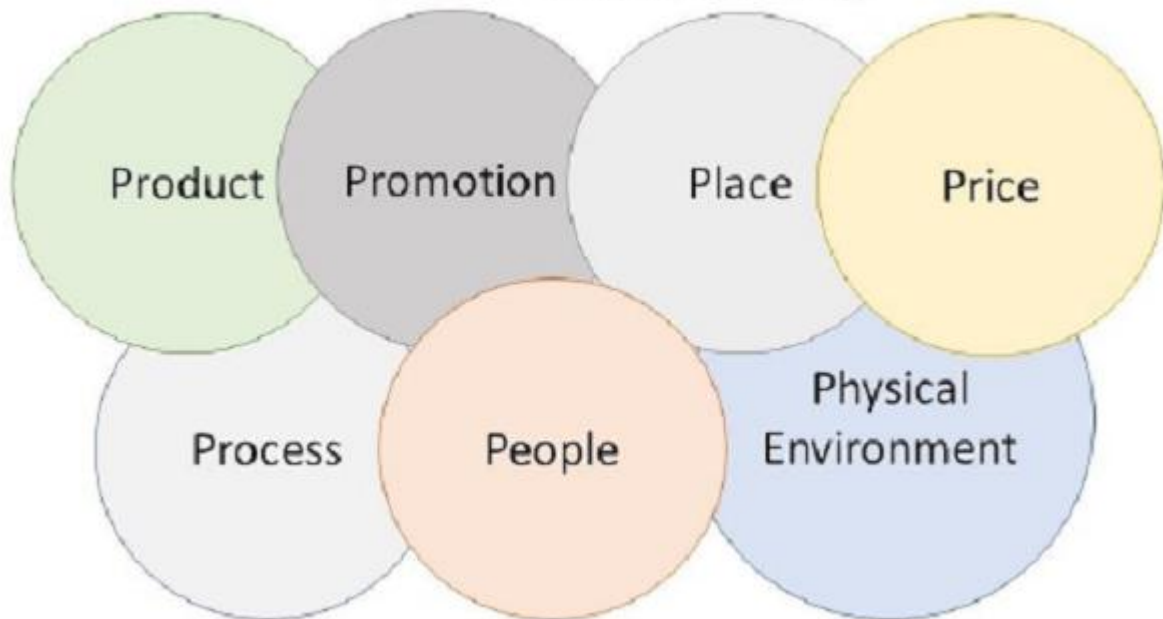
Retailers carry out a rewards scheme for consumers who make repeat transactions by providing exclusive access to fresh items, exclusive offers or exclusive promotional rates for a specific day.

1.4.6. Retail Promotion Mix Components (7Ps)

The retail promotional blend is a mixture of the campaign strategies that manufacturers carry out in order to satisfy the needs of the target consumer in the quickest way feasible. retail

promotional mix is a unique blend of 7 ps-

7 Ps of Retail Marketing



- **Price**– Quality of good or service for specific consumer groups, taking into consideration common pricing considerations.
- **Product** – The Efficiency as well as variety of service or product modifications.
- **People**– This involves key members such as clients, sales personnel, strategic planning and outside partners such as investors and project management partners.
- **Process** – The variety of operations engaged in the development and distribution of the good or benefit to each consumer.
- **Promotion** – Raise consumer understanding of the good or service and enable consumers to purchase the goods by providing enticing offers.
- **Physical Environment** – Delivering goods or providing facilities in a well-organized and appealing way, maintaining an artistic quality of appearance to improve consumer buying pleasure.
- **Place** – The place at which goods or service is purchased: digitally, the sort of retailer, the distance of the shop, the estimated time or its mode of travel to access the retail store.

1.4.7. Retail Communication

Retailers connect with consumers regarding their goods or services, new product releases, and upcoming retail events through print, audio, video, or internet media. Retail collaboration contains the below methods –

- Supplying product details on the basis of documented consumer records.
- Conduct initiatives to attract potential clients and retain current ones.
- Uploading of supermarket details on popular media to raise fans.
- Delivering online vouchers so that consumers can make use of the advantages of the programmes right before they reach the market.
- Conduct consumer polls and ratings. Rewards to active clients.
- Use of electronic supermarket contact.

1.4.8. Retail Management – Pricing

As consumers, we sometimes see ads from different retailers stating, "Premium commodity for the right price! "This refers to the subsequent concerns, such as what is the best price and who sets it up? So what were the causes and tactics that decide the price of what we're buying?

Retailers' key skills are to sell goods or services in a way that is reasonable to keep consumers satisfied, regain expenditure for output, and produce sales.

1.4.8.1 What's the retail price?

The rate of supply of the products to the ultimate customer shall be deemed to be the sale price of the product. The market price is the value of the cost of manufacturing and of all the prices charged by the producers at the point of sale to the customer.

1.5. Factors that affect retail pricing

Retail rates are influenced by both internal and external aspects.

1.5.1. Internal Factors

Internal influences impacting market costs preclude the below –

1.5.1.1. Predetermined priorities – The target of the retail business differs over time and consumer conditions. If the aim is to increase the profit on the spending, the organisation will demand a premium cost. Unless the goal is to increase share of the market, a cheaper price would be charged.

1.5.1.2. Inventory Classification – The price is determined by the stage at which the item is in the life-cycle of the plant. The organisation which charge a lower price to attract new consumers while placing the product on the market. After the products are accepted and placed on the marketplace, the business will increase the price.

1.5.1.3 Company image – Retail organisations should recognise their own market image. For instance, reputable companies like Procter & Gamble can assume a higher rate for the products.

1.5.1.4. Promotional Campaign – Once the business pays large prices on advertisement and market marketing, it holds the price of the goods strong in order to offset the expenditure costs.

1.5.1.5. Manufacturing Expense – The distribution business calls all fixed and rising costs for the manufacture of the goods. Fixed costs should not differ based on the level of manufacturing. For eg, property taxes. Dynamic costs include variable raw material prices and prices based on the level of output. Labor, for instance.

1.5.2. External Factors

External influences impacting market costs preclude the below –

1.5.2.1 Business dynamics – While the economy is in decline, the trend of sales by customers is shifting. In order to improve their purchase behaviour, the price of the commodity is set less.

1.5.2.2. Channel Levels Involved – The company must understand the amount of outlets from production to distribution and consumer demands. The wider the degree of the networks, the higher the costs of the goods.

1.5.2.3. Competition – In the event of high competitive environment, rates can be set accordingly in order to face price war successfully and, when there is less competitors, prices can be adjusted accordingly.

1.5.2.4. Government policies – governmental guidelines and policies on the development and declaration of controlled rates can enhance the cost of the good or service.

1.5.2.5. Customer's Buying Power – The customer's vulnerability to price volatility and the customer's buying ability lead to price setting.

1.5.3. Demand-Oriented Pricing Approach

The price paid is higher if the requirement for the commodity is large and low if the trend is poor. The approaches used to market the commodity on the basis of the requirements are –

1.5.3.1. Price Bundling – The sale of an extra good or service is paired with the primary commodity and the exclusive price.

1.5.3.2. Penetration Pricing – Price is lowered in order to deal with some comparable goods in order to enable greater consumer penetration.

1.5.3.3. Even Odd Pricing – Consumers believe like rates like 99.99, 11.49 are better than 100.

1.5.3.4. Price Skimming – Originally, the commodity is priced at a large price that the buyer is able to pay and only steadily declines with time.

1.5.3.5. Prestige Pricing- Prices are designed to reflect the nature of the commodity.

1.5.4. Pricing Strategy - Cost-Oriented

A system of price calculation that takes into consideration the business goals of a selling corporation and the cost of output. These procedures shall contain the mentioned –

1.5.4.1. Mark-up price – The mark-ups are determined as a proportion of the sale price and not just as a proportion of the cost price.

The equation used to calculate the sale price shall be –

$$\text{Selling Price} = \text{Average unit cost} / \text{Selling price}$$

1.5.4.2. Cost plus price – Any organization has set rates well over the cost of production. In case the expense of a commodity, for example, is Rs. 600 per unit and the marketer predicts 10% of profit, the purchase rate would be fixed at Rs. 660.

1.5.4.3. Target Return Pricing – In order to reach a specific return on investment (ROI), the retailing business sets rates.

The following formula can be used to measure this -

$$\text{Target return price} = \text{Total costs} + (\text{Desired \% ROI investment}) / \text{Total sales in units}$$

Let's say, Total investment = Rs. 20,000,

Anticipated ROI = 10 per cent,

Total cost = Rs.2000, and

Total predictable sale = 2,000 units

Then the mark return price will be Rs. 7 / unit as indicated underneath –

$$\text{Target Return Price} = (2000 + (10\% * 20,000)) / 1000 = \text{Rs. } 7$$

This technique guarantees that the price outdoes all costs and delivers profit.

1.5.4.4. Break-even pricing – The manufacturer calculates the amount of revenue required to offset both applicable fixed and variable costs. And if no benefit or loss happens, you split.

For instance, fixed price = Rs. 4, 00,000, variable cost per unit = Rs. 30, and sale price = Rs. 40.

Under this situation, the business has to sell $(4,00,000 / (40-30)) = 40,000$ units to pay for the fixed costs. The organization may then intend to sell at least 40,000 units to make a profit. If this is not necessary, the sale price must be raised.

The below formula is used to measure the break-even point –

$$\text{Contribution} = \text{Selling price} - \text{Variable cost} / \text{unit}$$

1.5.4.5. Competition-Oriented Pricing Approach

If a distribution corporation determines rates on a goods on the basis of how much the competition costs for a comparable commodity, it is competitively priced.

1.5.4.5.1. Discount Pricing – A commodity is offered at a reduced discount if it requires a feature other than a competitor's product.

1.5.4.5.2. Parity of the competition – The supermarket firm could set the rate as near as the giant competition in the marketplace.

1.5.4.6. Early Cash Recovery Pricing – As demand predictions are short-lived, it is important for price-sensitive commodity categories such as fashion and technologies to regain expenditure. Often the corporation predicts the entrance of a bigger competitor into the business. In such situations, businesses market their goods in order to reduce costs and increase short-term income.

1.5.5. Strategy for Proportional Pricing

For the same good or service, the business can charge different rates.

1.5.5.3. Place Pricing – The supplier charges the product based on where the consumer is situated. For eg, the front-row seats of the theatre pays higher premiums than the rear-row benches.

1.5.5.2. Business Group Pricing – The premium is paid individually to consumers of various customer categories. For example, consumers who shop digitally may be paid less since the service cost is low for the digitally consumer group.

1.5.5.3. Time Pricing – Supplier charges price based on period, season, distance, etc. For eg, certain resorts charge extra for their holiday packages based on the time of year.

1.6. EMERGING TRENDS IN RETAIL

In today's age, societies are becoming overcrowded, technology has improved, communication services have risen, and the pace of knowledge sharing has become incredibly high. Retailers are embracing modern innovations. Society is evolving, customers are shifting, and stores are evolving. Retailing has continued to maintain pace with shifting times.

1.7. CHANGING NATURE OF RETAILING

Retailers are evolving their company models, retail styles, methods of interacting with consumers and forms of managing business relations.

- Forward-thinking companies utilize social media to connect with customers.
- With room shortage, new merchants have mastered how they can leverage every corner of the floor beneficially.
- Merchants are adding something different here and there to attract consumers. Where the Internet is not yet available, merchants are leveraging the power of cell phones to market their goods.
- Contemporary companies are adopting emerging technologies for advertisement, distribution and company purchases.
- Aside from having an online retail shop, companies are utilising Virtual Reality, like 3-D mock-ups, to make the user experience the items on their own.
- Merchants are increasingly focusing on the fulfilment of orders made by consumers via online purchasing.

1.8. MODERN RETAIL FORMATS

Currently, the digital platform has transformed the way goods are marketed and the way sales are made.

Here are some of the new trends in retail –

- Social networking platforms such as Facebook have altered customer habits and forced marketers struggle to take advantage of and grow their products.
- New commercial companies, such as shopping-malls, convenience shops and hyper-market, leverage digital technologies and micro-development to improve consumer shopping engagement and, in exchange, boost industry revenue.
- Around the year 2000, internet shopping companies began to transform the landscape of stores around the globe.

- New commercial companies, such as shopping-malls, convenience shops and hyper-market, leverage digital technologies and micro-development to improve consumer shopping engagement and, in exchange, boost industry revenue.
- New e-commerce facilities provide quicker transfers and a quick 30-day credit facility to be bought.

1.9. E-Tailing

It is the method of selling or buying goods utilizing the digital media for B2B or B2C dealings. The e-tailing procedure entails the visit of the consumer to the website, the procurement of goods by way of a payment system, the distribution of the merchandise by the manufacturer and, ultimately, the evaluation or input of the consumer.



1.9.1. Benefits of E-tailing

- Provides a market for goods from around the globe that are purchased by an e-tailer as orders are placed by the consumer.
- The presentation of items does not need floor space.
- enables the consumer to have internet access to the shop at any moment, wherever.
- It saves the consumer time spent commuting otherwise to a real-world shopping area.

1.10. PATANJALI AYURVEDA - MARKETING MIX

Created by Acharya Balkrishna and Baba Ramdev in 2006, Patanjali Ayurveda is an Indian FMCG Firm. Patanjali Ayurveda is the fastest rising FMCG Firm in India. Patanjali Ayurveda herbs are imported from Nepal's himalayan range.

Patanjali has its production site in Nepal under the Nepal Gramudhyog brand name. In India, the fastest-growing FMCG sector is projected at 3,000 crores, with sales of 5,000 crore for financial year 2015-2016.

HUL and P&G are FMCG companies that potentially influenced their market share through Patanjali. P&G and HUL are on their knees and attempt to lure customers by giving fantastic discounts and unique offers.

Patanjali Ayurveda - Products in the marketing mix



Baba Ramdev consistently urges Indians to use Indian products and to save the company's economic development. Patanjali aims to take away both respected drinks and food labels.

Those industries that already do a tons with Patanjali products:

- Healthcare & Medicines
- Beverages

- Cleaning agents
- Personal care products
- **Foods** – Including oats, jams, noodles, pulses, biscuits, and various lines of food products.

The number of items sold by Patanjali is extensive. We will review all of the items in the other portion of the paper.

Items that are now making headlines and who have pressured rivals to drop their costs in order to maintain their business presence:

1.10.1 Product lines in which Patanjali is prevalent and a beating competitor

1.10.1.1. Colgate: Patanjali Ayurveda discourses how in early days the Colgate fooled people. And the best way to treat your gums and teeth is with Ayurveda.

1.10.1.2. Patanjali Noodles: Patanjali Noodles became famous just before Maggi had gone out of business, damaging the brand image of Maggi, formerly a king of Noodle.

1.10.1.3. Dabur Honey: Patanjali Ayurveda offers citizens the chance to purchase premium honey at about 30% lower rates than Dabur.

1.10.2. Patanjali Ayurveda pricing in the marketing mix

Patanjali Ayurveda, India's fastest-growing FMCG firm, has two factors:

- a. Use of natural and Ayurveda ingredients
- b. Price - In placing Patanjali Ayurveda ahead of its fierce competitors, pricing plays a vital role.

P&G and Hindustan Uniliver strive the hardest to compete with the rivalry, but the love of an Indian commodity increasing in people doesn't support them.

Patanjali educates people about the advantages and use price comparison as an efficient direct sales methodology. Evidently, the price strategy is pivotal, because Patanjali realises that they could not control the retail sector at inflated margins. Moreover, the price of the product is also lower if the ingredients are organic and internal. In comparison with international brands that help Patanjali reaches every household our country, there is a 30-35 percent price decline in almost each product.

1.10.3. Patanjali Ayurveda - Place in the Marketing Mix



Patanjali Ayurveda is the fastest growing FMCG Business in India but it does not avoid its expansion to neighbouring countries such as Nepal. The production unit of Patanjali is located in Nepal. The well developed trading partnership allowed the Patanjali to extend their wings in Nepal. Patanjali even imports herbs from the Himalayan mountains in Nepal.

Baba Ramdev would certainly strive to dominate business in several other countries with increasing expansion in Nepal and India. With an incredible turnover of 5000 Crores, Patanjali is certain to have a tonne of production and expansion budget.

In India, a thousand shops now sell Patanjali goods, which just sell Patanjali and make the local dealer tremble. The subscriber base can only grow more if the profit margins are also high.

1.10.4. Patanjali Ayurveda - Promotion in the Marketing Mix:

The motto is "*Prakriti ka Ashirwad*" by Patanjali Ayurveda. After all, because of the internationally known yoga guru Baba Ramdev, Patanjali Ayurveda has achieved the required notoriety and reputation across the citizens. Patanjali brand ambassador, Baba Ramdev is primarily accountable for the brand 's growth. His commitment to people's lives through Yoga is amazing so when his own Indian FMCG Business was formed, people felt connected to him.



'Although many people switched to Baba Ramdev's Patanjali products, a group of Indians began to pursue him, after they saw that Patanjali products are really decent and inexpensive. The ad campaigns in Patanjali still concentrated on exceeding details that "Patanjali money is for charity and not for the owners of company." Furthermore, it is smarter for the income produced by daily products to continue to stay only in India rather than for foreign firms earning the profits. Indians did not, to date but now they have specialized goods, have several alternatives to international items.

By shares the knowledge regarding the price difference and how valuable herbal Patanjali items really are, Baba Ramdev took the chance and began influencing Indians. Baba Ramdev has with both hands seized this opportunity and made a big difference for Patanjali Ayurveda's branding. Patanjali now also selling online and the products available on the internet, boosting their adoption through e-commerce.

It takes time to tell people worldwide how Patanjali products will be embraced as an alternative to P&G and Hindustan Uniliver products.

1.11. Changing Needs of Retail Customers for Ayurvedaic products

(Organic Mood of Consumer/ Allopath versus Ayurveda)

Allopathy, the word derives from a Greek origin, whereby allopathic methods are used, and have many consequences external to the infection diagnosis. In the language of the layman, a regimen of medications full of adverse effects although this has in some case become the generic term of an evidence - based treatment scheme or mainstream treatment. This is the strength of the machine that has transformed this method into a 'conventional form of medicine,' and the influence of finance has taken the machine to be a front-line medication.

Nobody is investing in a low pay business, and that is the health sector's bitter reality.

We are not here to condemn the opioid treatment or advise you to quit the drug system. Any research and technology method does have its benefits and drawbacks, but we are usually ignorant of the bad results of such processes because they are often the best that is not even close to the reality. We just express here that the underlying distinctions between Ayurvedaic and Allopathic medical systems are. This is a concise analysis on the various aspects on Ayurveda and allopathy:

Points	Allopathy	Ayurveda
Side Effects	It is suggested by the name and derivative of a side-effects system.	Absolutely natural, so there is no scope of any side effects.
Approach	Tests body in pieces- totally objective and not-complete. A	Tests body as a whole. A wholesome physician is that who has knowledge

	physician of heart seems helpless to handle simple fever	of all the details of medicines!
Evidence	Considered as evidence based system of medicine- but not that true. The way allopathic physicians' launches and withdraws medicines it never seems to be an evidence based system of medicines.	Ayurveda has its own ways and Ayurveda do follow these principles. Evidence are defined in a peculiar way by Ayurveda. If Ayurveda follows nature, this implies that it maintains some organic wisdom and divine commandment that must not be started and withdrawn. That's why Ayurvedaic Scholars emphasised the idea that Ayurvedaic medicine has no end and no beginning — no launch and no withdrawal.
Wholesomeness	Allopathy is in its essence a natural medication method and this research is now being a bio-engineer ship and a bio-mechanical medication device-in which they say they are not really serious with CURE in the case of repositioning / changing organs or processes for therapy.	Ayurvedic medicine teaches of a total well-being-physical , emotional, moral, political and economic well-being. Wellness is a full kit for Ayurveda, not a distributed concern.
Natural	New healthcare research knows the actual meaning of being normal, but they don't support the body necessarily. They trust in artificial chemicals entirely.	Ayurvedic medicine is entirely herbal, and claims that the best way to attain full health is to obey nature automatically.
Therapeutic Level	At the clinical stage, contemporary scientists tend to be puzzled for much of the period. They talk about treatment options and strategic planning, but never consider the REPAIR & CURE .	Ayurveda finds the curing of an illness to be the best way to receive help. As per Ayurveda, there should be no other than the Remedy of medical research.

Root Cause?	<p>You carry on pulling the flowers of a tree, and this tree will never stop ... so it appears to flourish on its branches and leaves, but the explanation for this development is just one-the Roots.</p> <p>The same relates to sicknesses!</p> <p>Current medical scientists can not recognise why, because they try to ignore the signs because effects on their own — not dealing with the underlying cause of the illness.</p>	<p>Ayurveda first identifies the root cause and only uses the same knowledge to flush out the illness from the body, which is why Ayurveda promotes full well-being and a state of recovery and returns to normalcy very quickly.</p>
Diet & Lifestyle	<p>Scientific knowledge is increasingly recognising the importance and utility of both dietary and exercise, but they do not have any clear recommendations for both, which is why these new medicines aren't ever effective whether in treating or disease prevention.</p>	<p>Ayurvedic medicine is more regarding how you conduct your way of living. Lifestyle and diet are indeed the core issues in ayurvedic system of medicine. Medications are not as relevant as Ayurveda's dietary habits, and this is practised entirely by ayurvedic system of medicine.</p>
Complete Eradication	<p>As medical medicine specialises in the reduction of symptoms of the disease, they can not consider the elimination of causes triggering the illness from the body. They assume in allopathy that the trash is covered beneath healthy clothing.</p>	<p>Ayurveda finds detoxification to be the main aspect of therapy and believes that once disease-causing mechanisms are present in the body, infections may begin to occur again and again.</p>

There are the fundamental distinctions between the Ayurveda and Allopath techniques. It really never implies asking / suggesting / creating hate towards any health sciences. Without a question, modern-day medical sciences have accomplished better than wonders in situations of emergency and accident and proved life-saving to many.

1.12. Patanjali Marketing Strategy

How actually did Baba Ramdev establish an Ayurvedaic FMCG Empire Rs 2000 crore and plan to occupy multinationals?

There's many entrepreneurs., there's many business leaders, there's many small business owners and there's many people leave you thinking: "What just happened! ”.

Baba Ramdev's Patanjali is smashing everyone in his way apparently. Patanjali product lines are all around us from grocery retailers to Amazon. The effectiveness of the goods are highest in competitions, the prices are competitive and the supply chain is definitely the one which really surpasses the Colas.

Baba Ramdev has not focused on proving his brand to be the greatest over the last ten years. Rather, he informs us about the MNCs, the values of Indian goods, corporate greed, farmers manipulation, the cancer consequences of fertilisers and chemical toxic substances and all their merchandise. He just gave us the motives and left us to test his goods for ourselves.

It's been fantastic! See if someone pressures you to buy a offer, you may have a tendency to dismiss it as 'off bid.' Although no one forced it, so there was generated just an atmosphere in which you needed to see how the solution to above evils might be utilised.

You were maybe motivated by the apprehension of sickness or you were only brave enough even to shelve all the wicked US rms. whatever the cause, the "Patanjali" goods have already been evaluated with a favourable setting. The 'Patanjali' brand will now have a buyer who was eager.

Is it sufficient? You had to perform, clearly not yet. And were they able to deliver? The quality of the product is quite outstanding. Yeah, they were not panaceas, as they were sometimes said, but the toothpaste was just as good as the oils, extracts and anything else on the market. And guess what, in the department of delivery, Patanjali surpassed his stupendous numbers. Is there a place or a state where these goods can't be purchased in India?

The news storeys of the FMCG empire in Baba Ramdev (1200 crores in INR revenue from 2013-2014) have been intended to have a shock value but have underlined entrepreneurs' sincere learning to relegate major businessmen. For the last financial year Patanjali recorded Indian incomes of approximately Rs. 5000 crores – and that is what Colgate was going about

in India. Perhaps more remarkable is that Baba Ramdev's company is only eight years old in India, and Colgate is almost eight decades old.

1.12.1. Approach



Patanjali has a big benefit because he is affiliated with Baba Ramdev, a well-known figure who is a yoga instructor who has a fan base millions who popularise the brand directly in its yoga camps. Baba Ramdev has enabled grow the company worldwide by direct contact with customers.

During the last week of November, the third most successful television brand of India , following Cadbury and Fair & Lovely, was Yoga guru Baba Ramdev's consumer products company Patanjali.

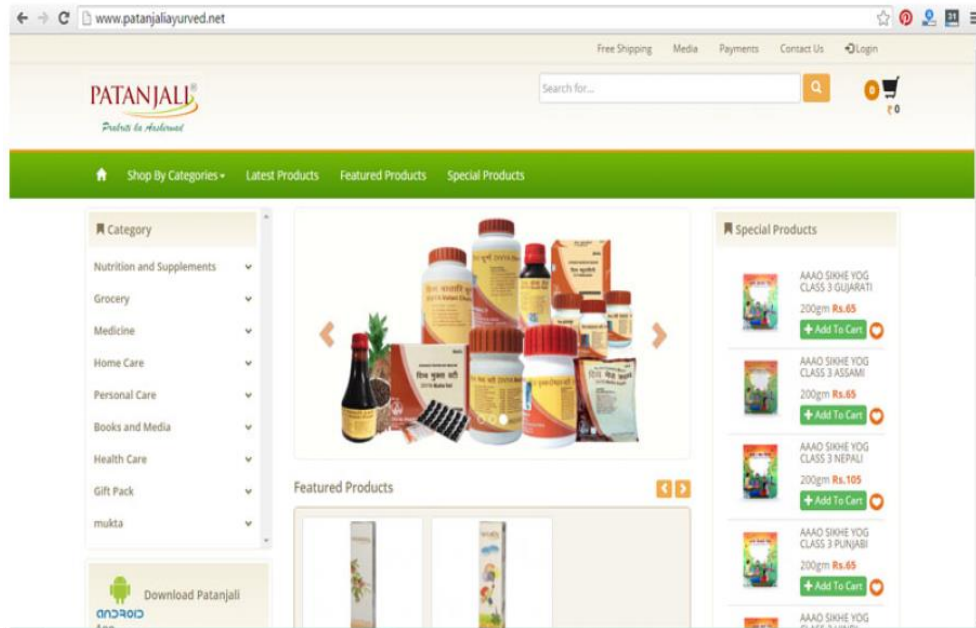
The projections of Baba in saffron-clad were also very attractive – he believes that by next year 2017 the company will double its revenues to Rs.10,000 crores (~\$1,5 billion) in India – potentially adding the two other decades old firms — Nestlé and Procter & Gamble — to Unilever in India in just around 10 years.

Baba Ramdev is the company that has enabled the business thrive with very low marketing costs.

Baba Ramdev is directly supporting Patanjali. Awhile back it was observed that he promoted the brand in fact, which also was supported by Patanjali, India's Best Dramebaaz .

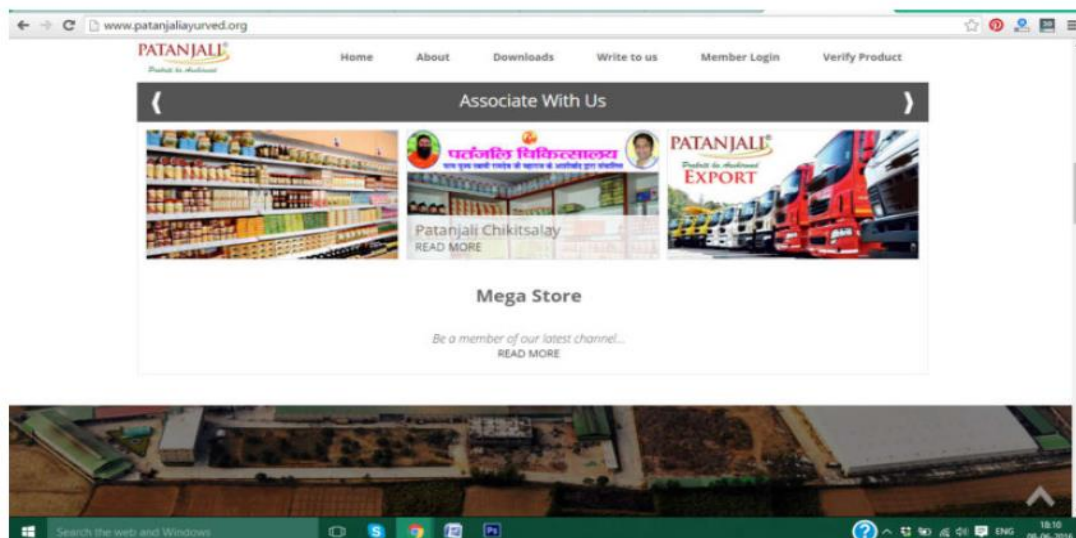
1.12.2. How Patanjali helps promote itself by online marketing?

1.12.2.1. .NET (DOT NET)



.net is their official site for e-commerce. The whole collection is on exhibition here and the products can be ordered digitally. Product prices tend to be in the INR. Individuals may make fun of it, however we should note that very few of the MNCs actually market their products electronically, considering their media reports on how visual they're promoting, which would be, of course, more trendy than realistic these days.

1.12.2.2 .org



.org is now basically their official platform. This is when they venture through what they're all about, the purpose and ideology and, of course, welcoming retail outlets.

Concluding:

The Baba Ramdev model seemed fully equipped and fully prepared for take-off. It appears to have everything, all the perfect elements for growth.

- a) In addition to being distributed through supermarket stores and through its own fulfilment centres, the company has shifted to e-commerce.
- b) The brand Ramdev Remedies are prepared for distribution with foreign exchange generating opportunities and will become a resounding hit if it has been effectively sold owing to the shortage that the West has towards both Yoga and Herbal replacements.
- c) The pyramid of the company has wings. Items are distributed digitally and via off-line stores.
- d) And ultimately, it's not just his businesses that are interactive. Baba Ramdev is electric himself. He 's got 541k fans on Twitter. Our MNC CEO's are aiming to do more of a religion to balance his adherents in the immediate future. Baba Ramdev has 5.7 million users on Facebook who like his profile.

Now let's summarise: Patanjali Ayurveda is among the hidden success storeys of the industry, and in the next few years it will eventually displace more players.

1.13. Patanjali Ayurveda Limited (Company Profile)



1.13.1. About Company

D-38, Haridwar industrial area. is official location of Patanjali Ayurveda Ltd. It is a designed centre for the development of pure and successful organic natural medicinal products, clinically established. In 2006 Acharya Balkrishna Ji Maharaj and Param Pujya Swami Ramdev Ji Maharaj formed Patanjali Ayurveda Ltd. with a clear mission and direction to introduce Ayurveda to the entire world in a scientifically accepted manner by integrating science with mediaeval Ayurveda knowledge.

This involves the evaluation of indian traditional scientific texts, the selection and exploration of effective authentic medicinal plants and the submission of compositions to potential therapeutic, pharmacological as well as health and welfare tests to produce secure and reliable product lines.

The metals are the playmakers of herbal mineral products known as Bhasmas and Rasas. Bhasmas are materials which exhibit a thermal decomposition that converts them into ash in which Rasas are herbo-mineral components which undertake various traditional rejuvenation and cleansing procedures and convert into potent therapeutic components.

The Journal of the American Medical Association (JAMA) study on heavy metals in Ayurvedaic drugs, coupled with Canada's prohibition on imports of herb mineral goods, gave the industry years of pain.

The Indian Government has done too least to support our ancient wisdom. As per the Indian Medicines System, the shortage of basic mineral resources may contribute to several disorders. The rest of the world still depends on this idea and its pharmacy culture prescribes the use of metals in multiple forms , like- copper, magnesium, titanium, etc.

The latest cancer treatment uses the active ingredients of platinum as a chemotherapy component. But, with the state. India has not achieved adequate research on the verification, confirmation and study of ISM literature, although the ISM has been used effectively for even more than five thousand years.

Although everyone opposes that Herbomineral medications are generally toxic, robust diagnostics methods are needed to demonstrate the effectiveness and safety of the age-old Indian medicinal practices. The Patanjali Ayurveda Ltd Foundation Service is a cultural practice of natural science. Patanjali Ayurveda Ltd. is committed to the manufacture of the highest quality herbomineral remedies, that require a stringent procedure for the untreated, in-process and final processing of medications.

While bhasmas and heavy metals are an integral part of the Ayurvedaic medicinal culture, there is a limit on the quantity of material included in Herbomineral preparatory work. Patanjali Ayurveda Ltd is dedicated to compliance with the requirements of domestic and foreign government regulators and wishes to set out a roadmap for all the manufacture of drugs under the conditions prescribed for all the four harmful chemicals. The final compositions of the pharmaceutical goods of Patanjali Ayurveda Ltd need to be checked for four metals by prescription. The four metals are Cadmium (Cd) Arsenic (As), and Lead (Pb), Mercury (Hg), "traditionally not much of this heavy metal research requirement has been adopted by several industrial procedures, which are quite significant. Patanjali Ayurveda Ltd has acknowledged this task and is dedicated to manufacturing herbomineral formulations in compliance with international norms.

Ayurveda Ltd. Patanjali. would infact have a "need-based" framework to research on medicinal plant species, such as the evaluation of plant parts for organic material. Study activities should also be geared at a variety of the above-mentioned illness where effective medicines are not accessible in the western medicine framework and for which Herbomineral formulations have the potential of providing new medications.

Patanjali Ayurveda Ltd. is serious about Clinical and Preclinical Studies for Natural Medicinal Agents or Nutraceuticals. However with the knowledge of the organic product life cycle, study and unusual aspects of herbomineral treatment, we are well equipped to plan, track and report on medical trials including organic ingredients.

Patanjali Ayurveda Ltd is able to cater a wide variety of products around the region. Capsules, Bhasma, assorted herbs, Ghansatava, Eye-drops, Natural Makeup Shampoo and Soap operating in three phases. The main aim of the "sarve santu niramaya" of Patanjali Ayurveda Ltd. is accomplished by the manufacture of safe and standardised medicinal goods, scientifically.

The below development requirements, Architecture, Building of the Pharmaceutical Facility, are considered:

1. A unit is equipped to allow the manufacture and packaging of herbomineral preparations.
2. The extension of plant capability can be quickly implemented. The prototype has sufficient capability improvement and enhancement requirements.
3. Modules are equipped for automatic, semi-automatic and manual service.
4. The specification would conform with the GMP specifications for the foreign trading in different goods.

Patanjali Ayurveda's Ayurvedaic production department currently operates in 300 drugs to cure a variety of diseases and disorders in the body, from cold or flu to persistent paralysis. In this sense, Patanjali Ayurveda already has begun work in Nepal, and aims to develop different units in both India and abroad. The revenue of Patanjali Ayurveda is about 2000 crore per annum.

Patanjali Ayurveda began the manufacture of therapeutic goods. Slowly but surely, they have extended their wide variety from medications to food products and personal care products. 45 forms of cosmetic items are developed by Patanjali Ayurveda. The brand manufactures 30 different kinds of food items. Including mustard oil, bread, cheese, cookies, herbs, milk, sugar, coffee, honey and many more. Patanjali Ayurveda has expanded its stores ranging from 180 - 250 in 2012 to 5000 in the year 2015, not just, Patanjali is now expanding its goods digitally via <http://patanjaliAyurveda.net/>. In the retail stores Reliance even now has Patanjali Ayurveda mustard oil, and Chywanprash etc. Now, they intend to open Patanjali Ayurveda stores at train stations and airports. Patanjali Ayurveda goods are affordable than other manufacturer items offered in the market even though they invest far less on selling and branding their consumer goods.

Baba Ramdev preferred the 'swadeshi' course, and by setting up Patanjali Ayurveda, he offered an authentic alternative to customers, while at the same time offering competitiveness to various FMCG firms. While being in the initial periods of Patanjali Ayurveda, major FMCG corporations treated it loosely, and now the market for Patanjali Ayurveda goods is growing, it is bringing its competitors in the market tremendous competition. Reaching at its success and rising popularity, several chain retailers like Mumbai's Hyper City, Big Bazaar,

and Star Bazaar now are all selling Patanjali Items. it also is accessible at numerous e-commerce platforms including BazaarCart.com.

Patanjali Ayurveda Limited manufactures high-quality herbomineral formulations. To track efficiency, the Divya Yog Mandir Trust and Patanjali Yog Peeth cultivate many endangered herbs on their farmland. The ideals of Good Business Practices (GMP) are closely practised in the plants and the organisation is happy to be environmentally sustainable.

1.13.2. Social Responsibility

In the area of healthcare, education and other socio-economic initiatives, the Patanjali Yogpeeth Foundation, which is a non-profit association founded by Swami Ramdev, aims at providing welfare programmes. Through the Patanjali Yogpeeth Trust, Patanjali leads its social responsibility initiatives.

1.13.3. History

Patanjali Ayurveda Ltd is not a corporation of any kind. It is a Phenomenon – a concept which, on the one side, connects the increasing fate of majority of rural populations and, on another, suffers even more from the assault of an unhealthy city dwellers. Everything is about financially producing farm products for recommended daily intake, varying from Ayurvedaic herbal products to health and beauty products, and thereafter providing them primarily only to modern society. Input would be obtained directly from the fields, therefore the the overall profits of the growers. Health-based goods would also be made accessible to a wide populace of metropolitan areas suffering from the devastation of tainted food and toxic beverages that make them susceptible to a number of serious illnesses. And all of this at a rate that is unprecedented on the industry.

The resulting advantages are no less important to the human race. Supported by solid campaigning and encouragement on the famous Astha channel of the world renowned Yog Guru Swami Ramdevji and the foreign expert on Ayurveda And Traditional Herbs Acharya Balkrishanji, it's really about recreating our cultural heritage of Yog and Ayurveda, rejuvenating the rural economy, keeping rural job-seekers from fleeing to more declining urban slums, improving our traditional knowledge of Yog and Ayurveda Stop the migration of rural job-seekers to the more decaying urban slums, improve the health system of the country

and the planet, resolve the ecological issue ... and eventually battle the wave of modern civilization on the Indian stage.

Patanjali Ayurveda Ltd. is a corporation which acts like all other corporations underneath the laws of corporate law, but is actively working to create a nation rather than the collection of money. The problem at the micro-level is no less herculean. Along with PRANAYAM, the teachings of our Vedic texts, organic food items and natural remedies churned out of this plant, take steps to tackle feared and untreatable diseases such as CANCER and AIDS. Evidence for seeking a long-term solution for several other comparatively more common yet still terrorizing conditions such as diabetes, Artharitis and Thyroid has also been identified with millions of happy patients. Better quality of our goods at a good price is not the only problem we have. Removing our patients from their illnesses is perhaps too minimal a target for us to achieve. A systematic commitment to enhancing the standard of existence of all people, all over the earth, is the aim behind our being. Trying to get rid of every food that we eat in the form of synthetic chemicals and artificial fertilisers used by our farmers is an aim that we are trying to accomplish by supplying our people with food items that are produced in sustainable and safe organic manure and insect disinfectants.

1.13.4. Quality Policy

Patanjali Ayurveda Ltd. Is dedicated to providing the highest quality herbomineral goods and to building a disease-free world by spreading meditation, meditation and ayurvedic medicine with ritual and analytical awareness.

Our aim is to enhance consumer loyalty through customer attention and continuous enhancement by the successful application of the Quality Control Framework.

1.13.5. Vision

D-38 Industrial District, Haridwar is the location of Ayurveda Ltd. Patanjali. And is invented with the intention of incorporating the deep tradition of Ayurveda Philosophy with new technological strategies of industrial psychology, a novel and ground breaking concept formed under the perspicacious governance of Param Pujaya Swami Ramdev ji and Vaidya Raj Acharya Bal-krishaj Ji Maharaja.

The goal is elevated further with aim of providing reliable, checked and hygienic drugs with broad ranging remedies to the majority segment of population at fair rates allowing the average person to enjoy their advantages.

Patanjali Ayurveda Ltd aims to develop Patanjali Ayurveda as a scientifically driven, creative, problem-solving, natural and trustworthy for a healthier existence.

Worldwide business growth of in-depth and long tactical approach, upholding at each stage the highest ethical principles.

1.13.6. Objectives

Patanjali Ayurveda Ltd, an innovative service initiative aimed at offering premium Ayurvedic goods at reduced rates to patients suffering from incurable diseases. This facility, fully fitted with sophisticated technological equipment, produces high-quality Ayurvedic goods on a wide scale. Patanjali Ayurveda Ltd Pharmacy, has one of its type antiseptic eye drop facility according to schedule M-1 of medicines & cosmetics Act 1940, which is fitted with HEPA philtres, 9500 rpm centrifuge and 0.1 micron philtre scale. This is an important innovation with one of its kind in Uttarakhand to produce 100% secure and effective medicinal goods. Also in the course of securing ISO 9001- and WHO-GMP, GLP Regional, and NABL Science and Development Laboratory Certification are Patanjali Ayurveda Ltd.

This drug store has indeed been established with the aim of amalgamating the deep wisdom of ayurvedic system of medicine with scientific knowledge production methods. The goal is to manufacture quality-tested, hygienic Herbomineral formulations at fair prices in large quantities.

The business has new machinery and computer built. Patanjali Ayurveda Ltd. The unit comprises of a huge structure of more than 5,3000 square metres protected ground. Unit 2 in Patanjali Yog Peeth, close to Maharishi Dayan and Gram, is intended to cater for the cosmetics section, sharbat, honey and chywanprash development. The two units work at making the best ingredients of good hygiene, helping to establish a world free of diseases.

The purpose of the organisation is to set up, supply, support and perform science and technological testing laboratories and experimental workshops. Conducted and carried out all sorts of science and technological study, trials and measurements and encouraged scientific and technical analysis and studies.

The purpose is, by building or contributing to building homes, by giving income, compensation, allowances, bonuses and other similar benefits or by donating to the service funds and other organisations, institutions, investments or shares, and the benefit for the workers or former employees of the firm and of the women and families or the staff members and dependent family members of those individuals.

1.13.7. Patanjali Yog peeth Trust's Objectives & Vision Highlights

To keep the planet free from illness by a modern technique to Yog and Ayurveda.

1. To spread Pranayam as a free therapy for the diagnosis of illnesses around the world by in-depth study within the boundaries of medicine and technology. This will make it possible for the middle and upper classes to make use of their advantages in effort to accomplish healthy lifestyle.
2. To build a modern Global Health Organisation and to implement its resolutions of constructing a new global order-free from illness & medication by study on the existing knowledge of our great priests & wise men. Maharshi Patanjali, Charak, Sushrut.
3. Pran as a medication for the care of any treatable and untreatable condition by thorough study in Pranayam / Yog, to create a scientific method.
4. To make the whole world a safe and prosperous environment through using yogic methods to eliminate the deadly effects of weapons and drugs.
5. Creating a modern comprehensive care method focused on thorough studies not only on the therapies of Yoga & Ayurveda, but also on the usage of Allopathy for operation and unforeseen circumstances and other medicinal methods, such as Acupressure, Homoeopathy, and Unani to soothe people who have suffered from excessive discomfort or to cure their illness.
6. Study and analysis in the fields of yajna, organic cultivation, cow urine, ecology and the climate, in addition to studies and analysis in Yog & Ayurveda at the institution's research centre.
7. To promote an atmosphere in the armed forces health, education, government, business and commercial enterprise agencies that encourages the others to follow Yog as a routine and required activity.

8. Test strategies for healing the organic, etheric, astral, emotional and causal body beyond the existing inadequate treatment system that treats the human health on its own.
9. Provide completely free housing, transportation and emergency healthcare to socially disadvantaged parts of society.
10. Launch graduate and certificate programmes in yoga and ayurvedic disciplines.
11. To established a progressive society depending on the principles of spiritualism, democracy and fairness by moving beyond the limits of caste , creed, ethnicity and religion for the growth of the community.
12. To realise the dream of a safe, powerful, prosperous and advanced India, free from caste, faith, religion, country, crime and incompetence through yoga.
13. Pran as a medication for the care of any treatable and untreatable condition by thorough study in Pranayam / Yog, to create a scientific method.
14. Provide completely free housing, transportation and emergency healthcare to socially disadvantaged parts of society.
15. To create India as the greatest financial and technological leader in the region and to have an opportunity for any person of the world living proudly.

1.13.8. Strategy

Haridwar, in the foothills of Uttarakhand, created the state-of-the-art, modern supply storage, of fruits and organic plant mostly with newest technology at Padartha. Know the type, farmlands, agricultural workers, cooperative societies, self-help groups and farm structures of the desired production and quality guidelines. Providing farm owners in the Uttarakhand and Uttar Pradesh water sources, organic cultivations and other premiums, with the required technology and expertise. Settlement of the marketing agreements between central and state financial companies, banks as well as other alternatives for the funding of our eligible farm workers and the authorized farm owners. The input is obtained by our remote distribution centres and central distribution centres. Secure and quick delivery of the goods to the major manufacturing facilities from the distribution centres to avoid wasting of waste. Ensure farmers are paid directly and decently. Low processing costs for the agricultural products. The economies of scale would have large amounts. Quality products are supplied through a

large network of Patanjali sales centres in the entire country. The establishment of several more Agro-based processing facilities in the rest of the world.

1.13.9. Patanjali Family

- Yog Gram
- Bharat Swabhiman Trust
- Patanjali Research Foundation
- Divya Yog Mandir (Trust)
- Bharat Swabhiman Trust
- Patanjali Yogpeeth, UK
- Swami Ramdevji Maharaj
- Vaidyaraj Acharya Balkrishanji Maharaj
- Divya Yog Mandir (Trust)
- Patanjali Food & Herbal Park
- Patanjali University
- Patanjali Gramodhyog
- Our Institutions
- Patanjali Yogpeeth
- Gurukul Rewari
- Our Centres
- Patanjali Yogpeeth, USA

1.14. Patanjali Products

- Foods
- Spices
- Cosmetic
- Herbs
- Juices
- Ayurvedaic
- **Health care**
 - Digestives
 - Health and wellness

- **Nutrition and supplements**
 - Ghee
 - Health Drinks
 - Chawan Prash
 - Fruit Juice
 - Badam Pak
 - honey
- **Medicines**
 - Kwath
 - Arishta
 - Bhasma
 - Asava
 - Churna
 - Guggul
 - Syrup
 - Packages for Various Diseases
 - Pishti
 - Parpati / Ras
 - Vati
- **Personal Care**
 - **Body Care**
 - **Skin Care**
 - Face Scrub
 - Body Care
 - Cream
 - Shave Gel
 - Pack
 - Scrubs
 - Foot Cream
 - **Hair Care**
 - Conditioner
 - Shampoo
 - Hair Colour
 - Hair Oil
 - **Dental Care**
 - Toothpaste
 - Toothbrush
 - Tooth Powder (Manjan)

- **Toiletries**
 - Soaps
 - Detergent Cake
 - Hand Wash
 - Detergent Powder
- **Eye Care**
- **Home care**
 - Dish Wash Bar
 - Aragbatti
 - Herbal Gulal
 - **Oils – Tails**
 - Divaya Kesh Oil (Herbal Hair Oil)
 - Amla Hair Oil
 - Tejus Coconut Oil (Bottle)
 - Almond Hair Oil
 - Kesh Kanti Hair Oil
 - Divya Kayakalp Taila
 - Tejus Tailum (Body Massage Oil)
 - Divya Peedantak Taila (Joint Pain Relieve Oil)
 - Tejus Coconut Oil (Jar)
 - Divya Dhara (Special Medicated Oil)
- **Grocery**
 - Broken Cereals (Dalia)
 - Rice
 - Jam
 - Natural Sugar
 - Candy
 - Spices
 - Corn Flakes
 - Herbal Tea
 - Murabba
 - Biscuits and Cookies
 - Mustered Oil
 - Pickle
 - Gram Floor (Besan)
 - Salt
 - Soan Papdi
- **Books and Media**
 - **Books**
 - Devotional Book
 - Ayurveda Book
 - Pranayam Book
 - Life Style Management Book
 - Naturopathy Book
 - Yoga for Students - Book
 - Vedic Chants Book
 - Biography Book
 - Yoga Books

- **Audio CDs**
 - Devotional CDs
 - Motivational CDs
- **Audio Cassettes**
 - Motivational Cassettes
 - Devotional Cassettes
 - Meditation Cassettes
 - Vedic Mantras Cassettes
- **VCDs**
 - Cancer – VCD
 - Arthritis – VCD
 - Heart Disease – VCD
 - Constipation Pile – VCD
 - Diabetes – VCD
 - Eye Disease – VCD
 - Hepatitis Joundice – VCD
 - Yoga for Children – VCD
 - High Blood Pressure – VCD
 - Infertility – VCD
 - Migraine Epilepsy – VCD
 - Yoga for Women – VCD
 - Obesity Diabetes – VCD
 - Kidney Disease – VCD
 - Asthama – VCD
 - Leucoderma – VCD
 - Lifestyle – VCD
 - Meditation – VCD
 - Yoga for Youth – VCD
 - Motivational – VCD
 - Obesity – VCD
 - Pregnancy – VCD
 - Yoga Pranayam - VCD
 - Skin Disease – VCD
 - Weekly Yoga - VCD
 - Stomach Ailments – VCD
 - Various Ailments – VCD
 - Muscular Dystrophy – VCD
 - Vertebral Column – VCD
 - Yoga Misconceptions and Risks - VCD
 - Parkinson Paralysis – VCD
 - Yoga Dos and Donts – VCD
- **DVDs**
 - Cancer – DVD
 - Eye Disease – DVD
 - Arthritis – DVD
 - Diabetes – DVD
 - Heart Disease – DVD
 - Hepatitis Joundice – DVD
 - Constipation Pile – DVD
 - High Blood Pressure – DVD

- Asthama – DVD
- Infertility – DVD
- Stomach Ailments – DVD
- Kidney Disease – DVD
- Meditation – DVD
- Leucoderma – DVD
- Lifestyle – DVD
- Migraine Epilepsy – DVD
- Obesity – DVD
- Motivational – DVD
- Muscular Dystrophy – DVD
- Skin Disease – DVD
- Parkinson Paralysis – DVD
- Obesity Diabetes – DVD
- Yoga Dos and Dons – DVD
- Pregnancy – DVD
- Vertebral Column – DVD
- Yoga Pranayam - DVD
- Various Ailments – DVD
- Yoga for Children – DVD
- Weekly Yoga - DVD
- Yoga Misconceptions and Risks - DVD
- Yoga for Youth – DVD
- Yoga for Women – DVD
- **Electronic Items**
- **MP3**
 - Motivational MP3
 - Devotional MP3
 - Vedic Mantras MP3
 - Meditation MP3

1.14.1. Patanjali Spices (Masala) :

Since ancient times India has been always regarded for its world's finest spices. Spices are always regarded to be the richness of India where the merchants from faraway lands examined the length and breadth of India. The below spices were not merely important for their scent and flavour, however the ancient people even understood their medicinal properties. Using them to add some savour to your meal.

1.14.2. Indian Spices List form Patanjali

- Kali Mirch Sabut – Black Pepper Whole
- Garam Masala
- Pisi Dhania – Coriander Powder
- Hing – Asafoetida
- Pisi Kali Mirch – Black Pepper Powder

- Ajwain – Ajowan
- Bhuni Sounf
- Dhania Sabut – Coriander Whole
- Methi Dana – Fenugreek Whole
- Pisi Haldi – Turmeric Powder
- Sabzi Masala
- Kasoori Methi – Kasoori Methi
- Pav Bhaji Masala
- Chhola Masala – Chhola Masala
- Kesar – Saffron
- Jeera Sabut – Cumin Whole
- Kadhi Masala
- Shahi Paneer Masala
- Rajma Masala
- Chaat Masala
- Sambhar Masala

1.14.3. Ingredients of Spices (Masala)

- **Sabzi Masala:** Dhaniya, Kachri, Badi Elaichi, Sadha Namak, Kabab Chini, Lal Mirch, Haldi, Posatdana, Dalchini, Jeera, Kali Mirch, Kala Namak, Sonf, Methi Pata, Sounth, Pather Ke Phool, Jaifal, Long, Hing Bhuna.
- **Sambhar Masala:** Kasoori Methi, Chana dal, Chilli, Urad dal, Coconut Powder, Red Chilli, Rai, Fenugreek Seed, Curry Leaf, Salt, Asa Foetida, Loung Stick, Dhaniya, Loung Leaf, Dalchini, Saunth, Yellow Jaifal, Javitri.
- **Garam Masala:** Jeera, Kali Mirch, Dhaniya, Choti Elaichi, Dadi Elaichi, Amalved, Sounth, Delchini, Tejpata, Choti Pepal, Javitri, Jaifal, Long,

1.14.4. Rate List of Patanjali Spices

Masala Name	Hindi Name	Weight	Rate
Hing Asafoetida	हींग	10 gm	Rs. 30
Chaat Masala	चाट मसाला	100 gm	Rs.45
Garam Masala	गरम मसाला	100 gm	Rs. 80
Chholey Masala (Chana)	छोला मसाला	100 gm	Rs.60
Pisi Haldi Turmeric Powder	पिसी हल्दी	100 gm	Rs. 30
Kali Mirch Sabut Black Pepper whole	साबुत काली मिर्च	100 gm	Rs. 130
Pisa Dhania Coriander Powder	पसा धनिया	100 gm	Rs. 40

Methi Dana Fenugreek Whole	मेथी दाना	100 gm	Rs. 20
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1.14.5. Patanjali Oils – Tails

OIL	WEIGHT	PRICE
Amla Hair Oil	100 ml	50 Rs
Divya Kayakalp Taila	100 ml	75 Rs
Kesh Kanti Hair Oil	120 ml	150 Rs
Almond Hair Oil	100 ml	65 Rs
Divya Kesh Taila (Herbal Hair Oil)	100 ml	99 Rs
Divya Dhara (Special Medicated Oil)	10 ml	Rs 30
Tejus Coconut Oil (Jar)	200 ml	Rs 60
Tejus Coconut Oil (Bottle)	210 ml	60 Rs
Tejus Tailum (Body Massage Oil)	100 ml	75 Rs
Divya Peedantak Taila (Joint Pain Relieve Oil)	100 ml	75 Rs

1.14.5.1. Divya Shad Bindu Taila

Ayurvedic herbal oil used for the care of Nasya is Shad bindu butt. Few drops are dropped in the nose, good for cough, hair loss and hair decay.

1.14.5.1.1. Uses:

- It is helpful for anxiety, blurred vision, severe headache and teeth fatigue care in Ayurveda.
- It stimulates vision and endurance It is used on the recommendation of the ayurvedic practitioner from a few days to many weeks.

Side Effects: This drug has no obvious side effects. However, only a qualified Ayurvedic doctor can receive Nasya care. Do not use this substance for self-medication. Monitor kids out of sight and scope. Keep out of immediate daylight in the cool dry spot.

1.14.5.2. Tejus Coconut Oil & it's Benefits:

Tejus Coconut oil is a fantastic hair conditioner and prevents flaky skin that is induced by dry scalp or a fungal / yeast condition such as seborrhea dermatitis. Coconut oil benefits since it is a natural moisturiser. The easiest way to use Tejus coconut oil is to keep it overnight. (Please cover your pillow). Tejus Coconut oil assists in the re-growth of damaged hair by supplying outstanding proteins to nurture frizzy hair. It is an excellent moisturiser for all forms of skin, including dry skin, of course. Applying coconut oil speeds down the lines and sagging skin that is prevalent with age. Tejus coconut has been used by my numerous Ayurvedaic centres to cure different skin conditions, including dermatitis, eczema, psoriasis, and other skin infections. Cocosnut is a central component of many body care products, including soaps, lotions and creams.

1.14.5.3. Divya Kesh Taila (Herbal Hair Oil) & it's Benefits:

Divya kesh tail is nothing less than nectar for your hair as it prevents premature hair loss, pulverisation, alopecia and premature hair greying. The usage of this oil renders the hair beautiful and smooth.

- This Ayurvedic remedy has several heavenly plants to prepare.
- It improve the eyes and brain and refreshes them.
- A very effective natural treatment for depression and multiple forms of headaches.
- This Ayurvedic treatment is really helpful to people with patch hair loss and weight deficiency. You will see fresh hair development on your scalp within three months. It absolutely avoids baldness.
- Divya Kesh Taila is regarded as a really strong nerve and brain tonic and commonly used in mental focus, trust, intellect, attention and remembering by students.

1.14.5.4. Tejus Tailum (Body Massage Oil)

Divaya Tejas Tail is the safest herbal alternative for skin issues and increase muscle strength. The above ayurvedic oil is said to be rich in vitamin-E, that enables enhance hair follicles and then also reduces temperatures. Known for its rich natural properties, the Divaya Tejas Tail can do wonderful things to make your skin glow as never before.

Divaya Tejas Tail is helpful for haircare , skin and muscle strength. Extremely effective in hair growth and has an excellent perfume that makes a person effective all day long. After a gentle massage, the skin glorifies.

Indications:

- Acne marks & black heads
- Rheumatoid arthritis
- Loss of hair
- Skin infections

Use: Take 10 to 15 ml to massage your head and body Divaya Tejas Tail is helpful for haircare , skin and muscle strength. Quite helpful in hair loss and has a strong smell that keeps an individual happy all day. Through a soothing treatment, it glorifies the muscle.

This oil is ideal for application to the skin as an emollient that helps the skin manage water loss and moisture absorption. It is rich in necessary vitamin-E. It also relieves rheumatoid arthritis. It is effective for building up muscles and can increase sweat glands and lower temperatures.

Administrative mode: Take 10 to 15 ml and massage it as appropriate on the scalp and surface of the body.

1.14.5.5. Divya Kayakalp Taila

- Divya Kayakalp Taila is great for curing fungal diseases, sunburns, asthma and soothing cracks and burns.
- The herbs found therein have anti-bacterial activities that aid to cure chronic disorders such as leukoderma, blemishes, dermatitis and scratching easily without any adverse effects.
- black patches are easily healed and pigmented skin has a more toned and even effect.
- Used on a daily basis, it gives the missing radiance and vitality back to the face. The antioxidant properties of herbal ingredients render it a marvellous anti-aging agent. Cell oxidation is minimised and, to a large degree, wrinkles are successfully treated.

1.14.5.5.1. Uses:

Swiftly threatens all forms of skin disorders, such as ringworm (dadru), scratching, psoriasis, leucoderma, hives, eczema, freckles, skin infection, sunburn. Provides immediate relaxation in cracking of hands and feet, fires, wounds and injuries. This oil is incredibly valuable, so it must often be stored in any household.

Divya Kayakalp Tail (Oil) is a special herbal product used as a skin substitute. Only add it to your skin and feel the curing power. Place 12 drops of Kayakalp Taila in the infected ear for earache or similar issues. Provides immediate relief in cracks of hands and feet, fires, cuts and wounds. This oil is incredibly valuable, so it must often be stored in any household.

1.14.5.6. Joint Pain Relieve Oil - Divya Peedantak Taila

Divya Pidantak Tail is an excellent herbal pain relief medication for joint pain, knee pain, Sciatica pain, and arthritis. It is a unique and unique ayurvedaic medication.

1.14.5.6.1. Divya Pidantak Oil immediately relieves:

- Cervical spondylitis
- Knee joints pain
- Pain of lumbar region
- Joints pain
- Trauma & different types of pain, oedema & inflammation.
- Sprain
- Slip disk

Administrative method: Massage gently over the affected area for 45 minutes with a small pressure. Just for outdoor use.

1.14.5.7. Tejus Tailum (Body Massage Oil)

Divaya Tejas Tail is the safest herbal alternative for skin issues and increase muscle strength. This ayurvedic oil is said to be rich in vitamin E, that enables enhance hair follicles and then also reduces temperatures. Known for its rich natural properties, the Divya Tejas Tail can do wonderful things to make your skin glow as never before.

Divya Tejas Tailum is helpful for hair , skin and muscle glow. Extremely effective in hair growth and has an excellent perfume that makes a person effective all day long. After a gentle massage, the skin glorifies.

Indications:

- Acne marks & black heads
- Rheumatoid arthritis

- Loss of hair
- Skin infections

Use: Take 10 to 15 ml to massage your head and body Divya Tejas Tailum is good for hair and skin glow and enhances muscle power. Quite helpful in hair loss and has a strong smell that keeps an individual happy all day. Through a soothing treatment, it glorifies the muscle. This oil is ideal for application to the skin as an emollient that helps the skin manage water loss and moisture absorption. It's rich in necessary vitamin E. It also relieves rheumatoid arthritis. It is effective for building up muscles and can increase sweat glands and lower temperatures.

Administrative mode: Take 10 to 15 ml and massage it as appropriate on the scalp and surface of the body.

1.14.5.6.1. Properties of Tejas Tailum ingredients:

- **Jaitun Tail (Olive Oil)** – This is the best category for skin moisturization. It is doubtful that olive oil would contribute to allergies. It has demulsifying properties and moderate laxative effects, serving as a stool softener. It is often used as an ear wax softener at room temperature.
- **Badam Tail (Almond oil)** – This product is sufficient for the care of your body as a cleanser and lets your skin maintain depletion and moisture preservation, primarily composed of linoleic and palmitic acid oleic acid glycerides, has nutritional and demulsifying characteristics.
- **Akhrot Tail (Walnut oil)** – It creates a perfect mixture of carrier oil to relax the body. It is used in conjunction with one of the other natural oils as a base oil most frequently. The calming gentle, emollient properties are well-known. Few individuals have rather fragile skin and are also resistant to walnut oil use. Because of its medicinal qualities, walnut oil is favoured. It is really helpful to combat skin diseases.
- **Til tail (Sesame oil)** – It is a vitamin E source. Vitamin E has been linked with reducing cholesterol levels and is an antioxidant. Magnesium, copper, calcium, magnesium, zinc, and vitamin B6 are found in sesame oil. For rheumatoid arthritis copper gives relaxation. The systemic and respiratory quality of magnesium is

sponsored. The treatment of stomach cancer, osteoporosis, migraine and PMS benefits with calcium. Bone protection is encouraged by zinc.

- **Surajmukhi Tail (Sunflower oil)** – The content of vitamin E is strong and saturated fat is minimal. Moisture in the skin may be preserved. It may also have a defence barrier to infection in early childhood children.
- **Mungfuli Tail (globnut oil)** – The oil is known for its culinary application for softening effect faeces. Thanks to the multiple health advantages, it has been popular. It's sticky on the surface, rich in texture. This defends the skin from late acne and Black Heads. It works beautifully. For individuals dealing with Arthritis, oil treatment is highly useful.
- **Oil of soybeans** – The soybeans are cracked, moisture-adjusted. It may also be used to eliminate or fix a deficit of important fatty acids. Soy oil is therefore emollient and is used to relieve the dry conditions of the face.
- **Erand Tail (Castor Oil)** – The overthecounter fuel oil is well accepted as healthy and efficient in skin or other issues as a laxative agent. The chest oil penetrates the skin well enough to reach through the cornea stratum. Castor Isostearate Succinate is a polymeric combination of esters used for skin preparation with isostearic acid and succinic acid. Ricinoleic acid has an anti-inflammatory function as a key ingredient of Castor oil. Pressure reduced with Castor oil. Castor oil is a natural emollient that penetrates the skin's surface layers, which allows it deeper and cleaner.
- **Mustard Oil Sarson Thail** (Fatty acid, oleic acid, acid erucic and linoleic acid) is primarily used for this reason. It has properties for lowering antioxidants and cholesterol. It is also made of important vitamins. It is safe to use as an antibacterial material. It allows the human body to become detoxified. It helps to prevent hair loss by increasing the supply of the blood if the scalp is massaged. It may be found in senseless organs and nerves as an irritant to induce pain. Irritants are also fantastic for muscle movement. It may be used as an antifungal to inhibit the production of fungal goods. In winter, it helps to warm the body and to create moderate discomfort through massages on the back.

1.14.5.7. Divya Dhara Drop (Special Medicated Oil)

Therapeutic uses : Headache, Gas, Toothache, Urticaria, Eardiseases, Epistaxis, Trauma, Coughing, Useful in cholera, Indigestion, Colic pain, Suppression of the power of digestion, Flatulence and asthma.

Form of treatment and doses:

- **Toothache:** Immerse the cotton in divya dhara and hold it on the infected tooth.
- **Headache:** Add 4-5 drops to the forehead and rub down; breathe deeply or sniff a few drop to provide relief from pain.
- **Colic distress, Cough, Flatulence & Asthma:** spill 4-5 drops of honey, batasa or hot water and add immediately.
- **Cholera:** 5-10 decreases, every 15 minutes. If the patient experiences relief from the disease attack, the time span can be extended steadily, i.e. half an hour, one hour, then two hours, and so on, providing sure relief to cholera.
- **Asthma or Dyspnoea:** reduces pain by inhalation (smelling) or by pressing to the lung. If the consumer is unable to inhale owing to a serious asthma attack, 4-5 drops of this 'divyadhara' must be inserted in 1/21 ltr. steamed fluid, and provide steam to the user. It's bringing instant relief.

1.15. Complete Price List of Patanjali Ayurveda Ltd. Products

(Source <https://www.patanjaliAyurveda.net/> accessed on 10 Jan 2016)

Patanjali Divya Medicines & Herbal Products Price List – 2013-14			
S.No.	Particulars	Quantity	Rate
KWATH			
1	Ashamarihar Kwath (6)	100 gm	20
2	Arjun Kwath	100 gm	10
3	Dashmool Kwath	100 gm	10
4	Divya Pay	100 gm	20
5	Shivlingi Seed	100 gm	30
6	Putrajeevak Seed	100 gm	20
7	Kayakalp Kwath	100 gm	20
8	Divya Medha Kwath	100 gm	20
9	Divya Peedantak Kwath	100 gm	15
10	Mulethi Kwath	100 gm	10
11	Jwarnashak Kwath	200 gm	30
12	Divya Sarvkalp Kwath	100 gm	20
13	Vrikk Doshhar Kwath (29)	100 gm	20
14	Kumaryasava	100 gm	20
15	Totala Kwath	100 gm	10

16	Giloya Kwath	200 gm	15
ASAWA			
17	Ashokarishta	450 ml	45
18	Arjunarishta	450 ml	55
19	Arvindasava	225 ml	45
20	Abhayarishta	450 ml	50
21	Divya Swasari Kwath	450 ml	50
22	Khadirarishta	450 ml	50
23	Ashwagandharista	450 ml	65
24	Kutjarishta	450 ml	50
25	Punarnavarishta	450 ml	50
26	Arshkalp Vati	450 ml	70
27	Mahamanjisthadi Kwath Pravahi	450 ml	50
28	Sarsavtarishta	450 ml	70
29	Usirasava	450 ml	50
30	Hridyamrit Vati	450 ml	50
31	Vidangasava	450 ml	50
VATI			
32	Khadiradi Vati	20 gm	35
33	Arogyavardhani Vati	40 gm	80
34	Arogyavardhani Vati	20 gm	40
35	Ptrangasava	20 gm	30
36	Arshkalp Vati	40 gm	60
37	Chandraprabha Vati	60 gm	105
38	Chandraprabha Vati	40 gm	70
39	Chandraprabha Vati	20 gm	35
40	Chitrakadi Vati	20 gm	40
41	Lohasav	20gm	100
42	Hridyamrit Vati	40 gm	200
43	Jwarnashak Vati	20 gm	40
44	Aamvatari Ras	20 gm	30
45	Madhunashini (Strip)	40 gm	140
46	Kayakalp Vati	20gm	70
47	Medha Vati	20 gm	30
48	Laxmi Vilas Ras	40gm	120
49	Laxmi Vilas Ras	20 gm	60
50	Lavangadi Vati	20 gm	40
51	Punarnavadi Mandur	40 gm	40
52	Maha Sudarshan Vati	20 gm	35
53	Kayakalp Vati	60 gm	190
54	Kutajghan Vati	40 gm	90
55	Medha Vati	20 gm	45
56	Sanjivani Vati	50 gm	80
57	Mukta Vati (Strip)	30 gm	190
58	Punarnavadi Mandur	40 gm	60
59	Madhukalp Vati	20 gm	30
60	Raj Pravartani Vati	20 gm	50
61	Medohar Vati	20 gm	40

62	Sanjivani Vati	40 gm	80
63	Vati Peedantak	40 gm	60
64	Shilajeet Rasayan	20 gm	30
65	Sarivadi Vati	20 gm	60
66	Divya Stri Rasayan Vati	20 gm	40
67	Divya Stri Rasayan Vati	40 gm	80
68	Tribhuvankirti Ras	20 gm	50
69	Vati Tulsi Ghan	40 gm	80
70	Vati Nimb Ghan	40gm	50
71	Vistinduk Vati	20 gm	40
72	Vridhivadhika Vati	20 gm	40
73	Divya Udrarnrit Vati	20 gm	25
74	Vrikkdoshhar Vati	20 gm	50
75	Divya Younamrit Vati	5g m	210
76	Vati Giloy Ghan	40g m	90
77	Vati Peedantak	20g m	45
78	Vati Nimb Ghan	40g m	90
79	Divya Udrarnrit Vati	60g m	130
80	Vati Giloy Ghan	60g m	130
81	Vati Peedantak	40gm	90
82	Vati Tulsi Ghan	60g m	130
83	Vridhivadhika Vati	40g m	90
84	Shilajeet Rasayan	60g m	130
CHURN			
85	Ajmodadi Churna	100 gm	30
86	Ashwagandha Churna	100g m	30
87	Amla CHURNA	100 gm	15
88	Divya Ashmarihar Ras	50 g m	80
89	Aamlki RASAYAN	100gm	60
90	Avipattikar Churna	100 gm	30
91	Gangadhar Churna	50gm	15
92	Divya Churna	100 gm	40
93	Gangadhar Churna	100 gm	30
94	Bilwadi Churna	100 gm	30
95	Divya Gashar Churna	100 gm	40
96	Haritki Churnam	100 gm	18
97	Lavan Bhaskar Churna	100 gm	30
98	Triphla Churna	100 gm	15
99	Pusyanug Churna	100 gm	40
100	Panchkolchurna	50g m	20
101	Udarkalp Churna	100 gm	30
102	Divya Vatari Churna	100 gm	30
103	Satavari Churna	100 gm	60
GUGGUL			
104	Gokshradi Guggul	20 gm	25
105	Kanchnar Guggul	20 gm	25
106	Triphla Guggul	20 gm	25
107	Kaishor Guggul	40 gm	50
108	Gokshuradi Guggul	40 gm	50

109	Mahayograj Guggul	20 gm	45
110	Lakshadi Guggul	20 gm	25
111	Kanchnar Guggul	40 gm	50
112	Triyodsang Guggul	40 gm	90
113	Saptvisanti Guggul	20 gm	25
114	Yograj Guggul	40 gm	50
115	Singhnad Guggul	40 gm	50
116	Kaishor Guggul	20 gm	25
117	Yograj Guggul	20 gm	25
118	Triyodsang Guggul	20 gm	25
119	Mahayograj Guggul	40 gm	50
120	Triphla Guggul	40 gm	50
121	Singhnad Guggul	20 gm	25
BHASMA			
122	Baheda Churna	10 gm	6
123	Abhrak Bhasm	10 gm	25
124	Akik Pishti	5 gm	15
125	Giloya Sat	5 gm	13
126	Baheda Churna	25 gm	15
127	Bang Bhasm	5g m	23
128	Ekanveer Ras	5 gm	30
129	Hajrul Yahud	5 gm	15
130	Abhrak Bhasm	5 gm	10
131	Giloya Sat	10 gm	20
132	Ekanveer Ras	10 gm	60
133	Haridrakhand	100 gm	70
134	Hirak Bhasm	300 mg	720
135	Jahar Mohra Pishti	5 gm	15
136	Kaharava Pishti	5 gm	40
137	Kasis Bhasm	5 gm	10
138	Kamdudha Ras	10 gm	30
139	Moti Pishti	5 gm	10
140	Kamdudha Ras	5 gm	15
141	Divya Kulya Bhasma Mishran	10 gm	30
142	Mahawat Vidhwansan	10 gm	50
143	Lauh Bhasm	5 gm	13
144	Mahawat Vidhwansan	5 gm	25
145	Kumar Kalyan Ras	1 gm	450
146	Makar Dhvaj	2 gm	80
147	Mandura Bhasm	5 gm	10
148	Moti Pishti	2 gm	60
149	Kapardhak Bhasm	3 gm	90
150	Mukta Sukti Bhasm	5 gm	13
151	Praval Pishti	5 gm	15
152	Praval Panchamrit	5 gm	80
153	Shankh Bhasm	10 gm	25
154	Praval Pishti	10 gm	30
155	Rajat Bhasm	2 gm	100

156	Ras Sindoor	1 gm	5
157	Ras Raj Ras	1 gm	490
158	Ras Manikya	1 gm	5
159	Sangeyasav Pishti	5 gm	15
160	Saptamrit Lauh	10 gm	20
161	Sfatika Bhasm	5 gm	8
162	Mukta Sukti Bhasm	5 gm	5
163	Shankh Bhasm	10 gm	10
164	Tribang Bhasm	1 gm	25
165	Sitopaladi	10 gm	8
166	Sitopaladi	25 gm	20
167	Swarn Vasant Malti	1 gm	230
168	Swarna Makshik	5 gm	15
169	Swasari Ras	10 gm	15
170	Swet Parperty	5 gm	8
171	Tal Sindoor	1 gm	25
172	Tamra Bhasm	1 gm	7
173	Godanti Bhasm	1 gm	30
174	Tankan Bhasm	5 gm	5
175	Shila Sindoor	5 gm	23
176	Trikatu Churna	10 gm	6
177	Trikatu Churna	25 gm	15
178	V.V.Chintamani Ras	1 gm	475
179	Vansh Lochan	25 gm	25
180	Vasant Kusmakar Ras	1 gm	325
181	Yogender Ras	1 gm	470
182	Bakuchi Churna	50 gm	20
183	Tamra Sindoor	5 gm	5
184	Godanti Bhasm	10 gm	10
CAPSULE			
185	Capsule Shilajit (Strip)	5 gm	50
186	Capsule Ashvashila(Strip)	5 gm	60
187	Capsule Aswagandha (Strip)	5 gm	50
OIL			
188	Divya Kesh Taila	100 ml	70
189	Divya Kayakalp Taila	100 ml	50
190	Shad Bindu Taila	40 ml	60
191	Divya Peedantak Taila	100 ml	60
192	Body Massage Oil	100 ml	60
DROP			
193	Divya Dhara	20 ml	15
194	Drishti Eye Drop	15 ml	25
Liquid Medicine			
195	Godhan Ark	450 ml	40
196	Swasari Pravahi	250 gm	35
Food Supplements			
197	Anardana Vati	100 gm	25
198	Ajvyan Pachak	200 gm	40
199	Amrit Rasayana	1 kg	140

200	Divya Ajvyan Pachak	100 gm	30
201	Anardana Vati	100 gm	35
202	Badam Pak	500 gm	225
203	Badam Roghan	60 ml	100
204	Hing Peda	200 gm	40
205	Gulkand	500 gm	55
206	Gajar Murraba	1 k g	200
207	Divya Chatpata Chhuara	100 gm	25
208	Harad Murraba	1 kg	200
209	Harad Vati	200 gm	30
210	Hing Goli	200 gm	65
211	Bhuni Sounf	180 gm	30
212	Jal Jeera	200 gm	45
213	Jeera Goli	100gm	25
214	Jeera Vati	200 gm	45
215	Mahatrifla Ghrit	200 gm	180
216	Divya Shodhit Harad	100g m	20
217	Nimbu Vati	200 gm	55
218	Mix Fruit Jem	500 gm	70
219	Methi Pachak	100 gm	30
220	Phal Ghrit	200 gm	250
221	Pineapple Jem	1 kg	100
222	Sp.Chyawanprash	1 kg	200
223	Saindha Namak	500 gm	100
224	Seb Jem	1 kg	100
225	Seb Murraba	1 kg	140
226	Sada Chyawanprash	1 kg	120
227	Shilajeet Sat	20 gm	60
228	Kismis	250 gm	130
229	Aarogya Atta	5 kg	250
230	Aarogya Biscuits	100 gm	40
231	Munakha	250 gm	160
232	Khurmaani	250 gm	130
234	Anjeer	250 gm	160
235	Aarogya Atta	2 kg	150
236	Kalidraksh	250 gm	125
237	Badam	250gm	180
238	Pista	250 gm	245
239	Amla CHATPATA	500g m	120
240	Pure Honey	500 gm	90
241	Amla CANDY	500 gm	110
242	Baseen	500 gm	30
243	Bel Candy	1 kg	110
244	Divya Dalia	500 gm	30
Juice			
245	Aloe Vera Juice (Fiber & O/F)	1 ltr.	200
246	Aloe Vera Juice (Fiber)	1 ltr.	200
247	Anar Juice	1 ltr.	300

248	Amla JUICE	1 ltr.	90
249	Aloe Vera Juice (Plain)	1 ltr.	180
250	Orange Aloe Vera Juice	1 ltr.	200
Sharbat			
251	Sharbata	500 ml	75
252	Sharbat Bel	500 ml	65
253	Sharbat Khus	500 ml	90
254	Sharbat Gulab	500 ml	100
256	Sharbat Keshar Badam	500 ml	125
257	Sharbat Brahmi	500 ml	80
258	Sharbat Mango	500 ml	100
259	Sharbat Mango Panna	500 ml	70
260	Sharbat Nimbu	500 ml	75
261	Sharbat Orange	500 ml	65
Medicinal Substitute Of Cosmetic			
262	Soap Goumutra Kanti	75 gm	12
263	Soap Kanti Aloe Vera	75 gm	12
264	Soap Somya	75 gm	12
265	Soap Somya Haldichandan	75 gm	12
266	Tejas Coconut Oil	200 gm	40
267	Soapojas Mint Tulsi	75 gm	22
268	Divya Dant Manjan	100 gm	40
269	Soapojas Multani Mitti	75 gm	35
270	Patanjali Tejus Anti Wrinkle Cream	50 gm	150
271	Tejus Body Lotion	100 ml	60
272	Crack Heal Cream	50 gm	60
273	Toothbrush	50 ml	8
274	Soapojas Mogra	75 gm	23
275	Divya Kanti Lep	50 gm	30
276	Switrghan Lep	100 gm	25
277	Kesh Kanti Hair Cle. (Shampoo)	100 ml	35
278	Aloe Vera Gel	120 ml	60
279	Agarbatti	28 gm	20
280	Dant Kanti Paest	100 gm	30
281	Gulab Jal	120 ml	25
282	Kesh Kanti Hair Cle. (Shampoo)	200 ml	65
283	Tejus Tailum	100 ml	60
284	Soapojas Aquafresh	75 gm	22
285	Patanjali Tejas Beauty Cream	50 gm	70
286	Peedantak Pain Releiver On Time	50 gm	70
287	Balm	25 gm	40

1.16. Future Planning

Patanjali Spend Rs 1,150 Crore in FY17, Sees Double Revenue

The FMCG-sponsored yoga guru Ramdev business Patanjali Ayurveda could spend Rs 1,150, which is currently under development in 2017 and will be set up by six treatment units and one R&D Center to achieve Rs 10,000 in turnover this year.

In addition, we will spend Rs 150 crores, in R&D. Our targets are to double our revenue to Rs 10,000 Crores in the current fiscal (FY 2017), "said Baba Ramdev." We are preparing to spend Rs 1,000 Crores to build 56 processing units in different areas of the world.

, "We are looking to set up units in drought prone areas such as Vidharbh in Maharashtra and Bundelkhand in Uttar Pradesh and Madhya Pradesh. These units will be based in Madhya Pradesh, Assam, , Uttar Pradesh, Haryana and Maharashtra, Uttar Pradesh. Patanjali Ayurveda Managing Director Acharaya Balkrishnan said, At the end of this financial year, at least four of the units have become active.

Patanjali Ayurveda also is aiming to join this year's extremely successful dairy market, which has recorded a revenue of Rs 5 000 crore in the last fiscal year (FY 2016). Ramdev said "We will join the dairy market this year with the launch of beef, cheese, Butter milk and paneer, in order to meet our growth goal we will step into new categories such as rice, animal feed and khadi yoga garments."

Baba Ramdev asked us about the source of funds and said, "Banks are more than prepared to offer us loans. We have no lack of capital to grow.

The corporation also works to increase its exports and to improve its digital presence. "We receive five crore searches per month, and as we broaden our online revenues will continue to rise," he said.

In addition, as a plan to extend and strengthen the distribution network, Haridwar has established four vertical compartments: Home Care, Natural Beauty and Health Treatment, Natural Food and Drinks and Health Drink. There are more than 4,000 dealers, 10,000 shops and 100 mega marts of Patanjali in all of India. Patanjali added that about Rs 500 crore, he will invest on cow safety and science and set up world-class universities for learning.

1.17. Success Story of Patanjali Ayurveda

Patanjali Ayurveda – How Did they do It?



There only seems to be one question these days that how in only a couple of years Baba Ramdev reached Rs 5000 Cr 's FMCG business??

That being said, he actually did not have any expertise, but accomplished what Emami & other excellently-established FMCG firms could never do in years.

Even Surprising aspects were that he does so without endorsing the organised publicity activities / advertising or what most businesses do while investing a large sum on TV and other promotional media.

Although Baba Ramdev began his company, many of them even the boardrooms weren't really optimistic regarding his brighter tomorrow, however these days the boards of directors / brand pandits are busy finding the mysteries of growth of Patanjali Ayurveda Products.

At the outset, nonetheless, Patanjali Ayurveda had various problems. None of them are still participating.

1. Fresh entrance into the intensely dynamic and infiltrated FMCG business.
2. Maintaining an efficient platform to service customers around the world.
3. Large branding and budget control.
4. Competitors with well developed and successful MNC / Indian Labels & Industry Participants.
5. Constraint on Schedule.

A most important issue is time constraints. How Patanjali Ayurveda achieved, almost all of the existing brands took 2-3 decades. Yet Patanjaly Ayurveda stretches out her wings for a few years. It's well known that the job wasn't that simple.

Comprehending the complexities of achievement behind the tale is just not that straightforward. However, there can be few findings from a close study.

Lets launch the "Analyzing Unseen Causes for Tangible Effects" of Patanjali Ayurveda 's performance.

De facto, Baba Ramdev Patanjali Ayurveda is a great progress illustration of "Commercializing non-commercial industry."

Even so, everybody agrees that this achievement is accomplished over a span of less than 10 years, and the study may be carried out in the following sections.

1.17.1. Pre-Launch Latent Preparation:

Progress origins of Patanjali Ayurveda goes back decades when Baba Ramdev began his Yoga / Bharat Swabhiman / Swadeshi Abhiyan movement. During his campaign, a hidden idea has been rooted profoundly in the subconscious mind over the years by keeping citizens aware of the quality of life with swadeshi goods. As a consequence, a psychological latent desire has been generated several years ago in the consumer's mind for certain goods that can satisfy it and later on the translation of these latent signals into active stimuli to embrace the brands and hence the consumer's movements to buy the same. Let 's look at the definition on the following grounds.

(a) Fulfilment of the physical quality of the items.

(b) Personal gratification and dignity in any way , i.e. we use our own product / we use natural product / we contribute to our country / culture by not buying MNC goods.

Factor 'B' is defined as "Advance Psychological Blocking of Customer Minds to Prevent the Buying of Current Goods."

In this sense, not only did Baba Ramdev plan a massive potential customer class by brainwashing, but also, on releasing his products, he effectively transformed the market class into an initial market development that most of the industry struggled to do. Many of these measures taken more than a decade.

1.17.2. Selection of Channel Partners / Distribution Network

As expected, both FMCG businesses utilise the conventional sales system through which goods meet the ultimate customer through separate distributors, i.e. Dealer / Distributor->Detailer->Consumers.

In this situation, Baba Ramdev opted for a particular strategy, i.e. a franchise template, which involves setting up a franchise in a preferred region whereby competitors were not possible as a market option owing to the lack of presence of other competing products. Significant argument is that all the preliminary Franchise was nothing but the rest were their own supporters who did not spend for profit, but their main emphasis was on making income, so even these initial Franchise owners were unwilling to make large investments to take over the distributor of the existing firm.

This again, encouragement has been obtained out of his own disciples, who have been tuned by spending decades of time by Baba Ramdev by direct contact during his Yoga Shivir / Campaign and other silent and indirect movement.

Quite possibly, nevertheless, if Patanjali Ayurveda dominated the market through conventional supplier network management, it would not have achieved too much popularity due to the various established channel resistance / barriers present in the conventional system too inhibit / or slow down the success rate of any new model.

Even now, the goods of Patanjali Ayurveda are not well received by conventional shops. Reasons, huh? Like I mentioned above Conditioned Market Resistance by business members, i.e. distributors / dealers / shoppers. There are several instances of such opposition to the Interface. Payment duration, Expiry & loss charges, inventory substitution, utilities, etc., offered by many such specialist organisations to tackle rivalry.

Bear in mind!!!! And in the future, if Patanjali Ayurveda joins the structured distribution channel structure, the growth rate would not be that high and Patanjali Ayurveda would have to face considerable problems. It would be a possible obstacle, a hazard and a

limiting factor for the development of Patanjali Ayurveda after exhaustion of Franchise Model and Patanjali Ayurveda might not conquer rivalry with Experienced companies.

1.17.3 Form of messaging to customers to persuade them to buy merchandise

Traditionally, specialist firms create contact with customers through indirect means or, say, through secondary means, i.e. Internet, News Article.

While Baba Ramdev developed direct relationships with customers during their campaign / shivir. Please keep in mind that direct contact is much more successful in delivering persuasive experiences to the customer's head, since the emotional meaning may be transmitted and sensed by the communicator and the user, thus culminating in higher degrees / possibilities of the customer preferring to respond with the conveyed message.

This medium of contact was so successful that many of its adherents appeared to transform prospective potential customers around, and the same is true of the reality that, as Goods were introduced, a large amount of potential customers became present on the market to become actual buyers.

1.17.4. Pricing Policies

Patanjali Ayurveda goods are available at 20 to 40 percent lower rates relative to MNC items. Higher prices of MNCs are attributed to their potential for recruiting Brand Ambassadors, strong business advertising, etc. Baba Ramdev played a definite part in this role as Brand Ambassador of umbrella brands himself in the case of Patanjali Ayurveda. This also shows us that a well-known film / sport celebrity does not guarantee performance, but a more powerful advertisement that can clarify the unseen & hidden advantages of the goods may also be a cause for performance. Here the essence of the secondary benefits of goods are intangible emotional causes, e.g. a sense of nation commitment, self-development with nation prosperity, comprehensive strategy, etc. Both these unseen influences are responsible for establishing a close correlation between the commodity and the customer. In short, pricing strategy is very effective in understanding the customer's true "Cash For Money" idea.

1.17.5. Discovering Initial Consumers

Anytime novel goods are introduced / marketplace, the actual user segment is often checked who explores them first. These customers are known as "INNOVATORS" who try new products, evaluate as well as rating their quality and their ability to appease them. The overall amount of these consumers is quite limited – just 2% of all future customers present in the sector. Further on, this innovator proposes the commodity and requests again and induces widespread adoption from other buyers of the commodity within community.

When we study, the innovative / initial segment of buyers was none other than their own advocate for Patanjali Ayurveda. The belief is that Baba Ramdev has about 70 million fans. Compared with the daily launch of specialist products, there is a vast number of buyers who are necessary for a good product. Every creative quota is only decreased by approx. by 2000 Cr Rs. turnover / year. Purchase Rs. 300 Patanjali Ayurveda goods a year that are quiet strong relative to conventional launchers. Thus, the growth factor of Patanjali Ayurveda, for decades, has been nothing more than a sponsor of Baba Ramdev or a "prepared customers"

AND ABOVE ALL.....

1.17.6. Self-Actualization & Contributing Feeling

And furthermore, Baba Ramdev has been active in cultivating a feeling of self-actualization and contribute towards the development of a society. This sentiment is very well established in anticipation by the "Swadeshi Revolution Promotions" through centuries.

1.17.6.1. That being said, once Patanjali Ayurveda comes to the conventional route, they really had to encounter a range of difficulties, such as credit facility, substitution, expiration date, etc., which Patanjali could not have given to their Franchise stores so far.

1.17.6.2. Till Date The key reasons leading to the growth of Patanjali Ayurveda are the disciples of Baba Ramdev as their future customers. Patanjali Ayurveda is now unable to break the conventional channels / shops.

1.17.6.3. It would also be important to notice that, if the goods of Patanjali Ayurveda are put in conventional stores, it would be an extent of desire of shop owners / customers to sell / acquire the goods on a preference basis when 100 other brands are accessible and that would be the true success of Patanjali Brands in an free competitive setting. It seems that Patanjali

Ayurveda is more involved in other untapped non-traditional forms of FMCG networks such as Franchise and Khadi Bhandar etc, where even the level of unlimited competition is far lower? So what were the reasons that prevent Patanjali Ayurveda from putting its goods in grocery stores, that are approximately 9 million in India?

The day would then be recognized as Baba Ramdev Swadeshi Abhiyan 's Best achievement Day, once his product lines will be embraced in these general stores throughout the country. However, the major problem for Patanjali Ayurveda, since the most significant indicator of performance for FMCG Industry goods is the positioning and popularity of items in the accessible shops around the Universe / Country rather than the production output. And perhaps it could also be likely if the growth of Patanjali Ayurveda Proceeds via this network then Baba Ramdev Is surely going to establish a new delivery structure for FMCG Industry as well as other market players will begin to pursue this new network complexities.

As a result, we may conclude that in order to recognize the great achievement of Patanjali Ayurveda, we need to examine the unseen factors / forces operating for the success of every programme. All these Intangible causes are not readily realized / observed by advertisers, so success tales are not revealed and thus not successful as replicated by others.

Unknown aspects / organizational structures are less explored / acknowledged by advertisers but have the biggest effect on customer behavior in determining their line of treatment to recognize / oppose a company.

1.18. The practice of internet advertising and Baba Ramdev, Patanjali.

There's many businessmen, there's many entrepreneurs, and then there's many people who leave you wondering, "What just happened! ”.

It's an FMCG force that wasn't quite a few years ago in the market review of the PowerPoint presentation of the major companies. Patanjali of Baba Ramdev is sweeping everything in her way today. Patanjali Goods were anywhere from small markets to Amazon. The standard of the commodity is great for the breed, the rates are affordable and the sales network is perhaps the first to deal with the Cola Majors.

But underneath all of this is a person's diligent attempt to build his own name. And his experience with what we term internet advertising nowadays.



Content marketing draws customers to your offering, not by inundating them with unrelenting advertising but by engaging consumers in the local culture in which you work. What a lot of people miss is that the focus here is 'common domain!' One should not cling to the good or service and expect the target buyers not to be annoyed to disappear. Let us re-emphasise – don't keep pushing on how great the stuff is than anything else. Hereby , precisely, Baba Ramdev consistently proven to be exceptional.



Baba Ramdev has hardly been focusing about declaring the company to be the greatest over the past 10 years. Rather he talked about MNCs' problems, Indian goods, market greed, farmers' abuse, pesticide and chemicals' cancer consequences and just about everything surrounding his products. He gave us the motives and left us to test his goods alone.

It's been fantastic. If anyone asks you to assess a commodity, you may have a reason for dismissing it as an outline. But nobody was pressing here, just an atmosphere was generated in which you can see how the solution to the above evils might be used. You may have been affected by the fear of diseases, or only patriotism enough to shy from any bad American company. Assuming the cause, the Patanjali product lines were already tested in a positive setting.

But now the company Patanjali had a ready buyer. Was that sufficient? You had to perform, clearly not yet. And they did that! And they did that! The consistency of the goods was excellent. Yeah, they were not the panacea after everything, as (sometimes) believed-but the toothpaste, as the oils, extracts and everything else were as fine as any other on the market. And guess what, also in the delivery department, Patanjali overtook his own amazing performance. Is there a village in India, a place that you can't find?

The news storeys from the FMCG empire of Baba Ramdev (2013 - 2014 revenue at INR 1200 crores) was supposed to have surprising information, but they underpinned entrepreneurs' true expertise in order to displace massive consumers.

Above all "have a wonderful product," Patanjali Ayurveda was a start-up that had a digital marketing campaign that was as successful as anything else. Beyond the simple "have a excellent product."

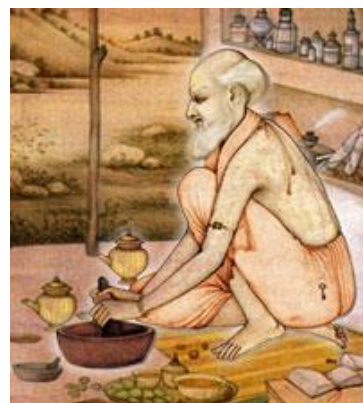
Let us revisit in this instance what content marketing is:

1. Your marketing plan can target long-term customers in order to create a profitable product. You should know your user to know your content. The customers of Patanjali had a very particular profile, and they needed to concentrate on the material. The items were appropriate for their lifestyle. This was not an attempt to impress anyone and anyone like Shahrukh Khan will probably have not been willing to function as the brand ambassador. This was a commodity that enhanced itself and you, the user, were motivated by yourself. That's precisely the objective of the material.
2. Have a useful product. Do not think about contents or some other kind of advertisement, if you do not have a commodity that fits certain criteria, fixes an issue and functions (almost) as you suggest. Go ahead, identify and grow the best commodity to your customers. Then return to use these methods.
3. These long-term clients affect their fundamental values. Substantial arguments render these convictions (almost) unlikely to alter. You ought to understand what principles are cherished by and cater to your target audiences. Of course, the thread can inevitably lead to your commodity, but make it too clear and you risk losing interest. The trick to subtlety. Subscribe to the mailing list of shopify.com if you need more instances. Any report they create is about you and how the optimistic company owner, not about you as the site developer because you are an ecommerce website supplier.
4. Be trustworthy. Be reliable. We are also subject to 100 advertisements a day as users. You can not lose their faith even though you alter the essence to how you are (yes, considering today's slogan, "swing"), the most loyal customers.
5. Be patient, however recognise when to step back and wind up. Baba Ramdev (and hence Patanjali 's future) was met with several ups and downs, from the authoritarian to the positive. Often he lied low and often he moved to the top. The distinction between the champion and the "about" is always an effective manoeuvring of these conditions.

Patanjali Ayurveda is one of the hidden tales regarding the launch of growth and be able to hear more news reports in the coming years as it eventually brings away more major stars!

1.19.A correlation between Allopathy and Ayurveda

It is often said how in the world 's assessments, India is more affected than by the exclusion of its accomplishments by the modern world. A perfect example is India 's medical developments. probably the more complex and systematic solution to global health treatment is the ancient medicinal philosophy of Ayurveda, now revival. Their methodologies, sources, curative methods, and explanations for cause of diseases face important concerns when considering Ayurveda and allopathy. Although scientific medicine is believed to have substituted superstition and 'folk' medicine, allopathy, alas, at the detriment of the world and its life-styles may be seen as an addition of the instruments and buttresses, opposed to the Ayurvedaic research.



Foreign rule lasted in India for more than 1,000 years, from the Mughal clans to the British Raj. At last it has officially ended with the British; but India has yet to rebuild its glorious past, and in the meanwhile, it appears to struggle through implicitly international intellectual dominance. The world intellectual group tends to postulate a predominantly Eurocentric understanding of cultural and technological development as it tries to rebuild the pieces of paper destroyed by its global rulers. But the recent sharp increase in curiosity of Ayurvedaic research isn't so much an attraction in India and its past as it is in a world ruled by atomism, which has left us unsatisfied and even scared of our coming years. When we talk about this ancient therapy scheme, we talk of a well-considered world perspective that, once placed into motion, will do a great deal to cure our current diseases — psychological, emotional, societal, ecological and religious.

1.19.1. Methodologies

In reviewing two different methods, it would be appropriate to discuss the Vedic approach momentarily instead. The mediaeval sadhus (enlightened sages) used a scientific approach that helped them to comprehend the mystery of life, both intellectual and moral. In contrast to supplying everyone with a detailed knowledge of life cycles, they were willing, by this approach, to examine and assess the therapeutic importance of animals, minerals and plants well before the advent of microscopes, experimental analysis, and other instruments of the Allopathic Academy. In either side, the Western scientific process, which was not thoroughly

established until the period when India had already come under international rule long after the Vedic era, is evidently inferior.

The Western method is focused on three stages: 1) theory, 2) analysis and evaluation, and 3) hypothesis or inference. Vedic philosophy, on the other side, uses three arguments, or pramana, two of which occupy completely the area occupied by the Western empirical theory. Which leaves a third form of proof at the discretion of the Vedic scientist, granting him a definitive advantage over his Western equivalents. If we will see, this third method of information learning leads us to the core of the disparity amid these two methods.

The very first limb of a Vedic ways to arrive at the reality is the Pratyaksha, or the clear interpretation of the meaning, including the perceptions of others. The second is anumana or logical deduction dependent on unchanging concomitants, i.e. if $A = B$ and $B = C$ then $A = C$. Anuman is also assisted by the existence of the arrangement, the lack of the arrangement and the non-compliance. Last though not least originates aptopadesh, or learning from reputable witnesses, i.e. saints or known spirits, by which there are measurable conditions, and recorded doctrines, which have been the writings of former prophets.

1.19.2. Conceptual Framework and Basic Concepts

The principle of Ayurveda medicine is that the wellbeing of the mind is essential, and everything else circles around the supreme condition of well-being. Since it has a strong interpretation of life, intelligence, mind, and body, as separate systemic structures that develop from the ultimate life to the human consciousness down, this theory is well-equipped to take control of all disease conditions. Medical, behavioural, economic, social and environmental disorders are all inside its spectrum.

At the stage of physical fitness, and is a main, if not the only, interest of allopathy, Ayurveda scientists were at least as qualified as modern allopaths to cope with any disease,



including the need for surgical operations conducted under herbal anaesthetics. I say this mainly since the developments in the allopathic treatment site are regarded to be some of the biggest medical successes of our period. Ayurvedic surgical perspectives are documented in Shushruta Samhita (1000 B.C.). There are all sorts of modern-day procedures, from regular hernia removals and complicated organ transplants. These, though, were not the glory of Ayurvedic

therapies. These were the last resort interventions that were required just a fraction of the time relative to our current medical research. This was attributable to other advancements in Ayurvedaic therapies and the social perspective that such therapeutic interventions are part of-one of which non-violence is deemed a cherished virtuoso to be practiced by all..

The Vedic sadhus split the responsive beings into two broad divisions-" running "creatures, livestock, insects, aquatics, etc.-and" unmoving "plants and pillars. This avoided such misunderstandings as Hippocrates' 'meat metabolism' hypothesis and the severe miscalculation by Descartian that livestock are just devices. Rishis understood the essence of conscious awareness and biological mechanisms so deeply that it not only enables the production of branchen of Ayurveda medicine, which involve the treatment of diseases in animals, minerals and vegetables, to include all substances created by animal, mineral and plant kingdoms. The vigilance of the sadhus has been such that they have not merely prevented the abuse of said animal reign but also of the plant and mineral reigns, avoiding the kind of ecological catastrophe that existed in western science.

The fundamental psychosomatic life processes are described as pitta ,vata, and tridosha, kapha or providing the overall philosophical structure to construct a comprehensive understanding of existence. The *doshadhatus* are:

- 1) *vata*, which involves the breath or vital airs;
- 2) *kapha*, which involves the bodily fluids; and
- 3) *pitta*, the bodily fires.

They were converted into English hundreds of years ago as bile, wind, and mucus. All three psycho-biological systems are found in any living person, and wellbeing is claimed to be the ideal equilibrium of the three.

Tridosha are the essential fundamental structural elements and compensate the pyramid relationship called *saptadhatu*, or the seven tissues:

- 1) Food Nutrients,
- 2) Flesh,
- 3) Blood,

- 4) Fat and Connecting Tissues,
- 5) Semen or Ovum.
- 6) Bone Marrow and Cerebro-Spinal Fluid, And
- 7) Bone

Other than *saptadhatu*, and *doshadhatu*, the third dhatu is characterised: *rasadhatu*, rasas or taste process. The rasas, six in total, are extracted from food and the atmosphere. They are feeding body tissues in various forms and shape the foundation for ayurvedic dietary and herbology. These six tastes — bitter, sweet, spicy, salty, and astringent, and pungent, — determine the nutritious significance of foods and the healing benefits of herbs known to be processed foods. These three systems — *rasadhatu*, *saptadhatu*, and *doshadhatu*, — are the cornerstone of all Ayurveda knowledge. The *tridosha* system, which specifies the internal nature of each and every human, induces the health professional not just to treat each patient as a specific entity, but to treat every illness as a specific condition.

Both these structures are known within the development of the *triguna*, which views the incredible universe in terms of its three primary types of involvement: *rajas* (*passion*), *sattva* (*clarity*), and *tamas* (*darkness*). These trimodal impacts — the five general components, earth ether, fire, air, and water, — and the implicit components of spirit, intelligence, and material ego compose our bodily and metaphysical structures, and the whole realm of human existence.

Whether there's a philosophical basis of allopathy that gives rise to its achievements, it is a clear belief that all life is ascribable to biochemical and eventually molecular mechanisms. This is counter to the recognition by Ayurveda of a hierarchical structure of truth resulting in the spiritual. Though its theory of allopathy is quite well-formed, and it has evolved as a consequence of research; this does not rely on a stable basis with a set philosophical structure but establishes principles to support the hypotheses with continuing research. Although Ayurveda knowledge operates from a wide base of particulars, allopathy functions backwards, originating from the gathering of evidence and the theory through which broader findings are drawn — a distinctly empirical, inferior method.

The dilemma here is actually quite simple: one, a perspective focused entirely on experimentally generated evidence is indeed susceptible to adjustment as fresh and often

conflicting evidence emerges from subsequent research, which is infinite in this method. Such fragile system will deteriorate at any moment, rendering it impossible to create a healthy community. Whole clinical training programmes, for instance, and financing for all manner of initiatives in a specific field will be dangerous activities. In the case that inconsistent scientific proof occurs, anything may shift. While logically it seems commendable to try, to go ahead and be equipped to shift course at any moment, it is extremely unrealistic at the social level. This takes us to the second challenge, which is that reliable evidence emerges on a daily basis, undermining the current model. However, owing to the reality that so much is at stake, it is always neglected, or research lacks its impartiality in as much as it proceeds with a view to generating just evidence that conforms to the current world view. In other terms, conjecture, which is what contemporary medicine is rooted in, inevitably contributes to a lack of credibility. Ironically, it is also characterized as the honorable search of reality.

There is no question that experimenting is a legitimate way of gaining relative information, but it must be done within a broader context, namely declining awareness, so that it does not degenerate into self-deception. Experimentation performed within the Ayurvedic community either denies or embraces proof depending on whether or not it violates the declining understanding of the divine way of thinking.

1.19.3. Origins

The innate or spiritual root of the Ayurvedic ideology is opposed to the blindly pestering of decaying organisms which constitutes experimental modern medicine. Though exploration is an essential part of pramana, it is carried out in the Ayurvedic tradition within a broader philosophical context focused on descending awareness. Thus, Western medicine is only a set of established processes, signs, and effects that ignore any input from higher knowledge. The Ayurveda philosophy derives from greater knowledge, and is not, at least from the outset, immune to the flaws of human rationality. The allopathic practise is far more like the superstitious medication of uncivilised people than the Ayurveda culture, although modern medicine would appear differently. Here the honest would have to question themselves, "Is there complete knowledge?" If the response is "no," so we may as well end there. Yet Western thought believes that there is complete wisdom through which we will progress, whereas the dubious methods of development include the use of faulty instruments and human fragility. Vedic philosophy often refers to true intelligence, but because it is divine,

information is believed to be equivalent to humans, and therefore human civilization may achieve it only if it wishes to expose itself. While understanding of the Ayurveda philosophy is fundamentally secular, concerned with the supernatural universe, the creation of the material world is one that comes from the divine dimension.

The logical philosophy of Allopathy, it should be recalled, originated as a response to the unreasonable dependency of Europe on incantations and superstitions, which could be called pre-modern spiritual impulses, or a vitiated type of reasonable spirituality of ancient India. That's an extreme reaction to non-scientific medicine and pseudo-spirituality, none of which are components of the Ayurvedic scriptures. It emerged not from the theological base, but from the imaginative mental structure of the "holy" men of the period. While the founding fathers of the modern European age of rationality "believed in Religion," their theological philosophy was so frail that they did not predict that the revolutionary ideas they presented would become the biggest nemesis of their ill-conceived faith. Not for logical Vedic philosophy, though, which is making an affect on several of the world's finest analytical brains even today, as is its descendant, the Ayurveda theories.

These theories are paradigmatically distinct from the neo-Aristotelian model that flourished in Europe until the conservative emergence of modern medicine. Although medical technology voters wanted an experimental data verifiable approach to substitute ad hoc treatment, Ayurvedaivaidyas (physicists) used their own empirical, quantitatively verifiable technique and spiritual wisdom within the dhatudosha system.

While modern science is accredited with "effective" curing contagious diseases, it could only have been effective in creating what was then considered chronic diseases, that, in fact, does not understand how and when to cure them. As it emerges as just an initial response to some other type of naivety, at best it is only a half-ruth. Reactionary methods aren't a perfect remedy. The Hegelian synthesis is failed to reconcile the antithetical trend in contemporary medicine and technology. Most people in western countries are still seeking to revive Eastern therapeutic mechanisms and integrate them with allopathy in a combination of this type.

While I will discuss this concept in my summary, Eastern medicine is radically distinct from western medicine, which renders such a comparison perhaps unlikely. Of the main principles, the systemic composition of traditional medical expertise in the West is focused on an immense but poor system of experimental accomplishments. Therefore, the full atmosphere of genuine medicinal knowledge is absent.

1.19.4. Dhanvantari - The Father of the Ayurveda tradition

Disease Causation/Cure

The Eastern and Western approaches to disease-causing are radically different from each other, and for that reason, as to what exactly constitutes illness. In Charaka Samhita, the definitive Ayurvedic document, we note the foregoing: "As the era of reality decreases, some folks consider oneself in control of too much *adana* (*greed*), that contributes to *gaurava* (*heavyness in body and mind*). This helps illustrate to *shrama* (*lethargy*), which contributes to *alasia* (*laziness*). Laziness contributes to *sanchaya* or accumulating, that contributes to *toparigraha* or catches what relates to another. Parigraha appears to contribute to further abuse and *violence* (*lobha*). This chain of demoralized acts proceeds by treachery, deception, uncurved impulses, rage and vengeance, pride, hate, brutality, outrage, panic, pain, anguish, and anxiety. The minds and bodies of the population thus disintegrate and then become quick victims to the infection. So also, the period of life is reduced.



In addition, Charaka mentions a curious phenomenon that he calls the epidemic of arms: "When arrogance, rage, envy, ego, and arrogance hold control over people's minds, they, disdain the poor and unaware of the victim being their own kith and kin, take to invade and kill each other." Hence, the effect of unethical and inappropriate behaviour on disease-causing is clearly shown in the Ayurveda. Charaka continues on to identify certain causative factors, connecting people's overall emotional, physiological and spiritual wellbeing to the ethical dignity of the members of the household, the community, the region, the state and the country.

The modern medicine model requires a full concept of causation. Ayurveda's theory of fate, a well-developed and logical idea that, clearly put, applies the atomic concept that each behaviour has an equal and opposite consequence to the moral sphere, needs to be separated with integrity from the common simplicity of interpreting its concepts, which sometimes appear in the lips of T.V. Hosts at the jest. This is particularly the case because, at the same moment, biomedicine is still at a standstill owing to its simplistic doctrine of causation, an idea that, if properly thought out, might definitely give rise to a few laughs. The apparent causative impacts — psychological, societal, environmental, etc.—cannot be acknowledged

as such owing to the reductionist world view in allopathy. Nor should every rational individual pretend to believe that the subconscious, the atmosphere and the social conditions do not specifically affect our physiology or, worse yet, believe that the systemic truth beyond the physical plane does not occur at all?

Allopathy suggests that the disorder is induced by the invader, inflammation, degeneration of the tissues, etc. In the case of an infectious disease scenario, for example, the invader is to be hunted down and executed. This strategy is genocidal; it aims to annihilate whole organisms of the enormous microscopic universe. As per the Ayurveda theory, illness is an anomaly of existence, there is no issue of killing. Free from the stupidity of seeking to destroy all, the Ayurvedaic philosophy respects the enigmatic will of the Divine and the right to life of microorganisms as well. The attack-and-destruction practices of western medicine are as alien to the Rishis of India as the current world is to their quiet hermitages. What is the probability that allopathy can achieve its target of a germ-proof planet, anyway? Today, modern research is producing new germs or environments that offer rise to the existence of highly resistant strains of viruses and bacteria. As a consequence, the primary source of illness in allopathy might well be itself.

1.19.5. Conclusion

I also outlined some of the flaws of modern medicine at the expense of harsh criticism. Yet it seems justifiable to accept the way contemporary doctors approach the Ayurvedic culture. What the future wants, while it's a good start, is more than that. The modern world has been provided with the misinformation pill that contributes to widespread overdose of modern medicine. So many of us need to be surprised by our firm belief in a far from ideal medical system. Around the same period, I condemn allopathy in comparison to current medicine, in terms of both traditional and allopathic medicine. The truth is not confidential that medical medicine requires support.

The last decade witnessed growing progress in herbal medicine. Lately, special attention has been given to the Ayurvedic tradition. The explanations for this are numerous, including the economics of expensive studies concerning allopathy, to the need to move populations away including optimal auto-adequacy, to the toxic consequences of medications, which in turn demand more treatment on an endless basis. The partnership with the doctor / patient is also poor and many patients are requesting more personal attention and interest in the treatment.

The reality that medical advances have given tremendous consideration to the Ayurveda heritage in the quest for therapeutic plants from which to derive new and efficient medicines is unclear to so many. A variety of organisations around the world have established their trust in conventional medicine, particularly the Ayurvedic tradition. UNESCO, UNIDO and WHO have also recognised the value of medicinal plants, promoting study such that natural medicines can be used more effectively. A compelling mathematical analysis may be rendered in such a way that one might believe that the Ayurvedic practise and other ancient therapies had a significant influence on modern medicine. But almost all of the focus in the Ayurvedic tradition in the allopathic medicine world is in seeking herbal cures, and the spirit does not rest in herbal formulations. Its importance is calculated today in allopathic quarters primarily, if not completely, by the assessed efficacy of its prescribed medicinal plants used by allopathy in the suppression of disease "findings." Few if any attention is granted to the theory of the Ayurvedic culture. although it is in the analysis of its philosophical structure, its philosophic underlying principles, that the potential for an better medical care environment for our contemporary age rests, not in introducing medicinal solutions to the edifice of allopathy. If there is to be some synthesis between these two medical systems, it can only be one under which the wider basis of the Ayurvedic system is complemented by the scientific studies in allopathy, not vice versa.

The state of our world, our societal problems and our emotional disorders can not be overlooked anymore and our medicine system 's values should always be celebrated. Modern medical science is short-sighted yet limited in its emphasis. In the long term, about 200 years down the track, the tables are tilting; medical medicine will do more damage than good. While worries regarding problems beyond the domain of allopathy — but which nevertheless lead adversely to allopathy — are being intensified, it is unclear how much progress they will influence. Consequently, a holistic view point wherein the Ayurvedaic philosophy is a part — a rationally philosophical one — may be worth seeking to revive. This is particularly valid as, at the same period, curiosity in Eastern medicine and theory is growing in many Western research circles. If one asks how much of this old science can be resurrected, the solution lies in the reality that information is falling down. It can be resurrected in addition to our awareness of our absolute need for higher direction, of which holiness is so compassionate, trapped as we are in a labyrinth of speculation.

A thorough analysis of these two medical practices is a research worth pursuing. Ayurvedic philosophy has a great deal to say from its methods to its philosophical structure, analysis of roots, illness causation principle and cure approaches. The larger reach of Eastern medicine is impossible to ignore, and the Ayurvedic practice is obviously the mother of all Eastern medical traditions, like Tibetan and Chinese medicine. If it seems to be lacking on account of developments in advanced fields of allopathy, it could in reality be to its advantage. Application of the vision of the world of the Ayurvedic philosophy could very well eliminate the need for many in the "advancements" in allopathy.

It is not the same as the medical developments of the preindustrial movement in Europe that the Ayurvedic profession is on, but others wish us to forgive. In reality, Europe as a whole need to give India an educational debt. If known long ago, advances in European medicine as well as discovery in general may have avoided a long detour into modern medicine and science.

Chapter - 2

Chapter – 2

Outlook of the Chapter

2. Significance of Consumer Behaviour for Retailing Strategies

2.1. Consumer Behaviour and Retailing Decisions

2.2. Consumer Behaviour

2.3. Definition of Buying Behaviour

2.4. Customers versus Consumers

2.5. Consumer Motives

2.6. Organizational Buyer versus Individual Buyer

2.7. Consumer Involvement

2.8. Consumer Behaviour and Marketing Implications

2. Significance of Consumer Behaviour for Retailing Strategies

User surveys support companies and organizations develop their communication campaigns by identifying topics such as how-

- The philosophy of how customers are affected by their surroundings (e.g. society, families, signals, media);
- The psychology behind how customers perceive, behave, justify and distinguish between various options (e.g. labels, goods and retailers);
- Customer actions when shopping or making other campaign decisions;
- How the motivation of customers and their decision-making processes vary across goods that vary in their degree of value or relevance to the consumer;
- Shortcomings in the intelligence of the customer or the capacity to interpret information have an effect on judgments and marketing outcomes;
- How advertisers should adjust and develop their brand plans and communication tactics in order to hit the customer more efficiently.

'Official' description of consumer behaviour is 'Analysis of people, associations or organisations and of the mechanisms that they use to pick, protect, use and dispose of goods, resources, interactions or ideas to address the demands and impacts that these mechanisms have on customers and community.' While it is not mandatory to memorise this concept, it illustrates several valuable points:

- The effect of consumer behaviour on culture is also significant. For instance, extreme promotions of high-fat foods, or intense advertising of easy credit, may have significant implications for nationwide growth and overall.
- Market behaviour includes the utilisation and processing of goods and an analysis of how they are bought. Product usage is also of considerable concern to the marketer, since this can affect how the commodity is better marketed, or how we may promote greater use. As certain environmental issues occur as a consequence of chemical dumping (e.g., the shipping of fuel oil to sanitation facilities to avoid recycling costs, or the processing of waste at dump sites), this is also of concern.

- Action takes place either with the participant or in the sense of a community (e.g., friends affect what kind of clothing a person wears) or an organisation (people at work create choices as to which items the business can wear).
- Consumer activity encompasses both programmes and concepts as well as physical goods.

There are four major customer behaviour implementations:

- The most evident is the publicity strategy — i.e. effective advertisement strategies. For example, through recognising that customers are more sensitive to food ads while they are hungry, we learn to plan snack advertisements late in the afternoon. By recognising that perhaps innovative goods are most often initially embraced by a few potential customers or extend just eventually, and even then only progressively, with the majority of the people, we understand that (1) big companies which promote the products have to be well funded so that they might remain competitive till their product lines be commercially successful, and (2) this is essential to satisfy the early consumers, even though they will, in turn, have an impact on their products.
- Public policy is the second method. Accutane was launched in the 1980s, a almost miraculous acne treatment. Sadly, Accutane induced significant birth abnormalities as used by pregnant mothers. While physicians were advised to alert their female patients about this, many of them were already pregnant when taking the medication. To gain the consumer's focus, the Federal Drug Administration (FDA) has taken the initiative of authorising very disturbing photographs of deformed infants to be included in the medication packets.
- Internet media means handing on concepts to customers rather than offering things. Marty Fishbein, a communications expert, went on a sabbatical to work with the Centers for Disease Prevention to try to minimize the rate of epidemic spread by illicit substance usage. Clearly, the safest way will be that we all avoid using illicit substances. Even so, these were thought to be unfeasible. It was also decided that the idea of exchanging needles was too profoundly embedded in the opioid community to be reversed. As a consequence, Dr. Fishbein 's awareness of customer perceptions contributed to a programme that promoted the washing of needles in bleach even before distributing them, an aim that was perceived to be more practical.

- In the final review, understanding customer behaviour can make us better customers. Common wisdom implies, for example, that if you purchase a bottle containing 64 liquid ounces containing laundry detergent, you can spend less per ounce than if you purchased two bottles of 32 ounces. However, in fact, you also offer a size penalty when purchasing a greater amount. In other terms, in this situation, learning this would make you mindful of the need to review the unit cost labels and see whether you're really having a discount.

Several units may be measured inside the sector. The customer is our key subject in this course. We would still, though, have to examine the strengths and disadvantages of our own businesses and those of rival corporations. Assume, for instance, that we are creating an increasing section of a commodity targeted at old consumers. A rival business that addresses babies and a declining competition would potentially suggest coming to our sector. In order to determine a possible challenge for a competitive business, we must analyse its properties against market challenges (i.e. technologies, patents, consumer recognition and brand awareness). Finally, circumstances (the selling environment) must be assessed. For instance, if a commodity that provides customers with a high degree of attractiveness has been created, recession will drastically reduce demand.

2.1. CONSUMER BEHAVIOUR AND RETAILING DECISIONS

Decision-Making with respect to retail store availability is quite comparable to consumer decision-making with respect to product lines, in which the product takes through a process starting from the identification of needs to post-purchase issues. There seem to be a number of relevant and fascinating aspects to consumer preferences and to the selection of retail outlets.

- Can the preference of distributors differ according to the styles of product categories? When purchasing a TV or a washer and dryer, will customers visit the unique dealership of BPL, or Sony, or Onida or will they visit a branded store?
- Will there still be variations in the psychological (and demographic) characteristics of customers seeking outlets? What really is the order wherein customers were expected to make their choices? Before selecting the outlet, would they pick the model or segment first?

- Can the shopping store have a psychological effect on the consumer segment? As Titan & Timex clocks were marketed by exclusive retailers, customers who preferred lower-end products undoubtedly thought that the traditional Titan store was way too pompous, which may have had a detrimental effect.
- Will buyers be involved in supermarkets or discount brands? Historically, supermarkets have been selling labels of suppliers. However, in recent times (at least to a substantial degree in the food category), supermarkets such as Spencer, Big Bazar have begun to offer or buy products. Nilgiri is another case in the South that carries its own branded products of candies, cookies and other goods.
- What correlates to retail equity, retail brand, or retail commitment?
- So what's the effect of the picture created by the retail outlet? Is Big Bazar, Spencer isolated from a local grocery store in the minds of consumers? What kind of impression are customers going to have when it comes to buying from an online retailer like Fabmart vis-à - vis a brick-and - mortar store like Fountainhead or Landmark?

Why will grocery retailers deal with future implications? Marketers ought to provide an in-depth understanding of the different aspects that connect retail and customer behaviour. Analysis is needed to discuss retail decisions in a competitive setting. McDonald's also discovered that a substantial portion of its customers plan to snack a few minutes before they make buying choices and is thus developing tiny stores in major retailers such as Wal-Mart and Home Depot. It offers play spaces to guarantee that a lot of families attend its children's channels. Few businesses also work in airports, malls and high-traffic areas by kiosks. Sunglass Hut is a company that runs kiosks at various locations, showcasing about 1,000 different styles along with their costs. Consumers may position an order from these kiosks, and the product is shipped at home.

2.2. CONSUMER BEHAVIOUR

The basic definition of consumer conduct laid forth in Belch (1998) is 'the process and actions that customers engage in when browsing, selecting, purchasing, using, checking and disposing of products and products in addition to satisfy their desires and wishes.'

It raises a variety of important points:

- Activity happens either with the participant or in the sense of a community (e.g., friends affect what kind of clothing a person wears) or an organisation (people at work make choices as to which goods the business can use).
- The effect of customer behaviour on culture is also important. For instance, intense publicity of high-fat goods or extreme promotion of easier credit may have significant implications for public health and the economy.
- Market behaviour includes the utilisation and processing of goods and the analysis of how they are bought. Product usage is also of particular concern to the marketer, since this can affect how the commodity is better marketed or how we should promote greater use. As certain environmental issues occur as a consequence of chemical dumping (e.g., the shipping of fuel oil to sanitation facilities to avoid the recycling cost, or the processing of waste at dump sites), this is also of concern.
- Market activity encompasses programmes and concepts as well as physical goods.

Consumer behaviour analysis reflects on how people determine how to invest money (timing, currency, effort) on consumer goods (Schiffman and Kanuk, 1998). Consumer behaviour.

- The philosophy of how customers are affected by their surroundings (e.g. society, families, signals, media);
- The psychology behind how customers perceive, behave, justify and distinguish between various options (e.g. labels, goods and retailers);
- Customer actions when shopping or making other campaign decisions;
- How the motivation of customers and their decision-making processes vary across goods that vary in their degree of value or relevance to the consumer;
- Shortcomings in the intelligence of the customer or the capacity to interpret information have an effect on judgments and marketing outcomes;
- How advertisers should adjust and develop their brand plans and communication tactics in order to hit the customer more efficiently.

Buyers attitude, a feature of customer behavior, is affected by several human and environmental influences. Environmental influences, such as society and environment, as well as human factors, such as perceptions towards items and behaviours, have an effect on consumer choices (Blackwell, Miniard & Engel, 2001). A further aspect, consumer

segmentation, is a central component in recognising purchasing behaviour. Any of these considerations are discussed in this study.

2.3. Definition of Buying Behaviour

Consumer buying behaviour is the decision-making method and behaviours of individuals interested in the purchasing and use of goods.

As Advertisers, we need to consider Customers for the below purposes:

- *Why are customers making the transactions they make?*
- *What factors have an impact on purchasing products?*
- *The growing causes in our culture.*

Buying behaviour was also viewed from a slightly different context by Beik (1975), who concentrated on the various aspects of market situational characteristics, including, the physical and social environment, the contextual interpretation, the description of tasks and the preceding conditions.

Most customer behaviour is goal-oriented, but there is no quantitative study (Dhlokia and Bagozzi 1999). Objectives are known to affect customer behaviour at several stages, from the collection of knowledge (Shavitt along with others 1994) to the development of a general strategy or agenda regarding one's own buying practises (Baumeister 2002).

2.4. Customers Versus Consumers

The word 'customer' is unique to the item, business or store. It refers to an individual who customarily or routinely purchases a specific item, purchases a certain company commodity or purchases from a particular store. As a consequence, an individual who buys at Bata Buys or uses Raymonds apparel is a client of these companies. Whereas the 'user' is an individual who typically engages in practises such as looking, choosing, consuming and disposing of goods , facilities, information or ideas.

2.5. Consumer Motives

The customer has a justification to buy a certain commodity. Motive is a deep thought, impulse, inclination, intention or intention that helps the consumer decide to buy. Purchasing intentions are therefore classified as 'the forces or factors which give rise to the consumption,

behavior or selection in the purchasing of goods or services. These motivations are usually determined by financial, social, psychological and other factors.

As the trend is gathering traction in mainstream media, scholars are continuing to concentrate on identifying the behaviours, beliefs and motives of voluntary simplification, as well as those involved in other anti-consumer practises (Zavestoski, 2002 and Cherrier and Murray, 2002;)

On the basis of a study of concepts in the mainstream press and selected papers in the marketing sector, Johnston and Burton (2002) conclude that the meaning taxonomy of Elgin and Mitchell fails to provide a clear account of the principles and reasons underpinning an individual's decision to follow either lifestyle.

2.6. Organizational Buyer versus Individual Buyer

The main distinction here between manufacturing or commercial markets and the consumer markets is that manufacturing products are produced for corporate usage instead of sales created for private use. There are a variety of reasons that separate individual preferences and their purchasing conduct from the corporate sector and their purchasing behavior. The main reasons for the distinction are:

1. Business and Demand Dynamics
2. Customer Attributes
3. Judgement phase and trends of buying

These are some of the early corporate purchasing behaviour experiments (Eobinsor and Faris, 1967) focused on three big purchase scenarios — new mission, adjusted repurchase, and pure re-buy circumstances. These circumstances differ with regard to the decision-making method and the knowledge inputs needed, as well as with regard to the amount of potential options contemplated and the complexity involved.

2.7. Consumer Involvement

(Erasmus, Boshoff and Rousseau (2001) and Loewenstein (2001)) It can be characterised as an enhanced degree of knowledge that encourages customers to check out, adhere to, and care regarding consumer details relative to purchasing. Psychological and logical considerations together do not provide a adequate interpretation of market behaviour in the context of large-level goods like pre - fabricated houses

2.8. Consumer Behaviour and Marketing Implications

The fundamental concept of a marketing-oriented organisation is that the consumer is the centre of the enterprise. Consequently, knowing whatever helps customers commonly purchase, and what makes the client buy, in particular, is a crucial aspect of business performance. Business means – the consumer, from which all brand campaigns are designed and executed. In order to succeed in the markets, brand marketers employ multiple strategies to bring value to the finished commodity that will enter the palms of customers. It implies that, in an ever-changing marketing setting, there is an increasing interest or recognition among promoters to research carefully the actions of customers where all advertising efforts are carried out.

Consumer Purchasing Conduct relates to the spending activity of the actual customer. The company needs to analyse the purchasing behaviour of:

- The consumers' responses to the brand's advertisement campaign have a significant influence on the performance of the business.
- Advertisers will help anticipate how customers react to marketing campaigns.
- The marketing definition underlines the necessity for a business to build a Brand Blend (MM) that attracts (gives importance to) buyers and also wants to evaluate what, where, where and how consumers shop.

Buying activity, a feature of consumer behaviour, is affected by several human and environmental influences. Environmental influences, such as society and environment, as well as human factors, such as perceptions towards items and behaviours, have an effect on consumer decisions (Blackwell, Miniard & Engel, 2001). Another aspect, consumer segmentation, is a central component in recognising purchasing behaviour.

Diversity among people renders interpreting customer behaviour a difficult challenge for advertisers. Marketers also saw the need to acquire in-depth awareness of customer preferences in the purchasing of products. At the end of the day, this information served as an important instrument in the arsenal of marketers to anticipate potential consumer purchasing behaviour and to formulate four communication tactics to build long-term customer relationships.

Chapter - 3

Chapter 3

Outlook of the Chapter

- Consumer Decision Process
- Stages of the Consumer Buying Process
- Information Search and Decision Making
- Types of Consumer Buying Behaviour
- Categories that Affect Consumer Buying Decision Process
- Definition of Buying Behaviour and terminology

3. Consumer Decision Process

Consumers are the primary subject of advertisement. In order to create effective marketing strategies, it is important to analyse customer preferences and desires, behaviours and shopping patterns but instead create reasonable marketing-mix decisions. The customer behaviour analysis involves researching how they purchase, what they purchase, why they purchase, where they purchase, when they purchase, and how much they purchase. An open-minded consumer-oriented strategy is essential in competitive advantage in a global environment so that a company can define and satisfy its target client, mitigate confusion and remain ahead of its competition.

Purchase of final consumers for work, community or domestic usage. Overall organisational customers buy for more output, use in the service of the company or resale to other customers.

The American Marketing Association (AMA) describes actions as "a neural mechanism containing negatively or positively beliefs, thoughts or feelings." Consumption of a green commodity (natural) is actually an significant problem. A variety of experiments have been conducted on customer attitudes against green goods. Katz's Pragmatic Philosophy explains people's behaviours. In this definition, there are 4 factors:

- **The utilitarian role:** in this role, people create favourable attitudes towards products or services as they deliver pleasure or pain.
- **Value-expressive function:** contrast to the utilitarian model, this model is linked to what the products or services that customers purchase mean regarding them as people. This role ensures that customers do not use goods for their own gain, but for what they reflect. For eg, an adolescent would purchase a sports brand shirt not just because he loves the design of the clothing, the designs and the warmth that it offers, but merely because this apparel demonstrates that he's turning fashionable.
- **Awareness feature:** this role helps customers to cultivate a mindset that meets their desire for an environment of order and security.
- **Ego-defensive:** this feature helps customers to cultivate a mindset that seeks to defend them. Any customers have a cautious outlook towards green goods in order to shield themselves from climate change and to remain safer.

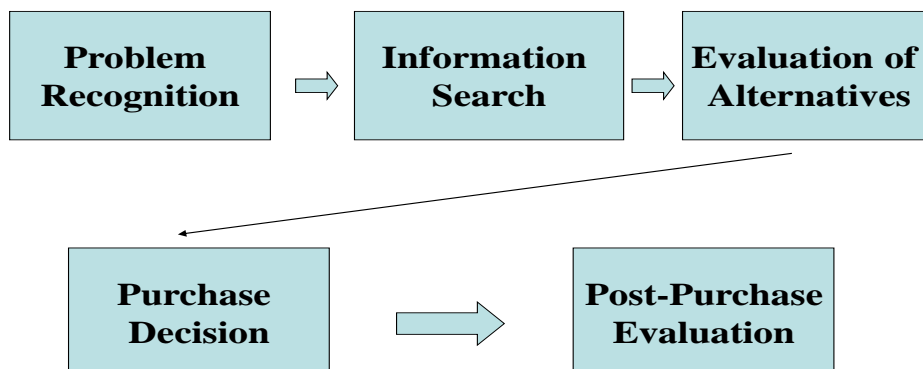
The mindset could work for several purposes. As per (Solomon et al.), a behavior may fulfill over one purpose, although in certain situations a single role will be predominant. The attitudes model ABC also promotes the interpretation of customer behaviour. This model reflects on the contrast between having any idea, emotions and ability to act. The attitude in this model has 3 parts: *affect, behaviour and cognition*. The type of influence is defined by people's emotions and thoughts towards an event, such as the brand. Behavior refers to actions and intentions of outlook towards an item or product that may be favourable or unfavourable. Cognition can be understood as the customer's outlook to an object that can be either negative or positive. The perceptions of customers impact their thoughts and emotions and therefore impact their purchasing behaviour. Environmentally aware customers are likely to buy items from businesses whose materials and manufacturing processes are more 'environmentally safe.' The perception and enjoyment with green products have a huge effect on the thoughts and behaviour of the customer. The explanation of the ABC model suggests that the overall assessment of the product by the consumer is considered to be the core of the approach. As per this view, perceptions can be heavily affected by subjective variables such as product design, ads and even brand names.

3.1. Stages of the Consumer Buying Process

In recent years, scepticism is already aimed at reporting in the area of customer behaviour, arguing that it is skewed against a marketing viewpoint and neglects the well-being of customers and the challenges that consumers experience while making purchasing choices about a competitive commodity. Established research requires longitudinal customer decision - making research for "large" or "strategic choices" (Haukedal, 1987, Gronhaug, Kleppe, and Bazerman, 2001;). Wells (1993) points out that spending choices that will alter the lives of people, such as a vehicle or a home purchase, will provide an important contribution to customer behaviour awareness.

There are six phases of the Customer Purchasing Purchase Process (for nuanced decisions). The actual buying is just one step in the process. Not all decision-making mechanisms contribute to a transaction. Not all purchase choices often span all 6 levels, dictated by the degree of difficulty.

Consumer Buying Decision Process



3.1.1. Information Search

The information obtained exclusively from the buyer's memory is generally insufficient for a complex product like a house (Gibler and Nelson 2003). Consumers therefore collect new information constantly and adjust their desires and objectives appropriately. Usually the buyer can not simultaneously learn all the alternatives. Instead, new options are progressively being introduced:

3.1.2. Problem Recognition (Awareness of Need)

The discrepancy between the ideal condition and the real one. Deficit across the selection of goods. Hunger — Food. Hunger increases the desire to feed. Will the marketer be motivated by commodity information-didn't you realise that you are inadequate? That is, watching a new pair of footwear advertisement, triggers the awareness that you need a nice pair of footwear.

3.1.2.1. Internal Search, Memory

If you want more details, external quest. Mates and families (mouth word). Data regulated by marketers; consumer comparisons; news media, etc.

A effective quest for details gives the evoked choice to the customer. Hungry, want to feed, it's evocative

- a. Chinese food
- b. Burger King

- c. Klondike Kates and
- d. Indian food

It is clear that external information acquisition is a method of improving awareness and that vulnerability and insecurity expectations (Dowling and Staelin 1994).

3.1.3. Evaluation of Alternatives

The customer needs to or does not need to specify requirements for evaluations. characteristics Alternative rank / weight or check resume. You can want to consume any spicy food, Indian gets the top rating, etc.

Return to the quest process if you don't fulfil your preference. Could you picture a new restaurant? For the yellow pages and so forth. Knowledge can be interpreted differently from multiple sources. Marketers attempt to manipulate replacements by "framing".

3.1.4. Purchase decision

Have an alternate solution for buying, including item, bundle, store, strategy of purchasing decision, etc.

3.1.4.1. Purchase

Purchase is the by-product of a purchaser's behavioural patterns, that may eventually lead in an intent to buy, latency or to not buy (Mahatoo, 1985). May vary from different course of action, time delay between 4 and 5 customer orders.

3.1.5. Post-Purchase Evaluation--outcome:

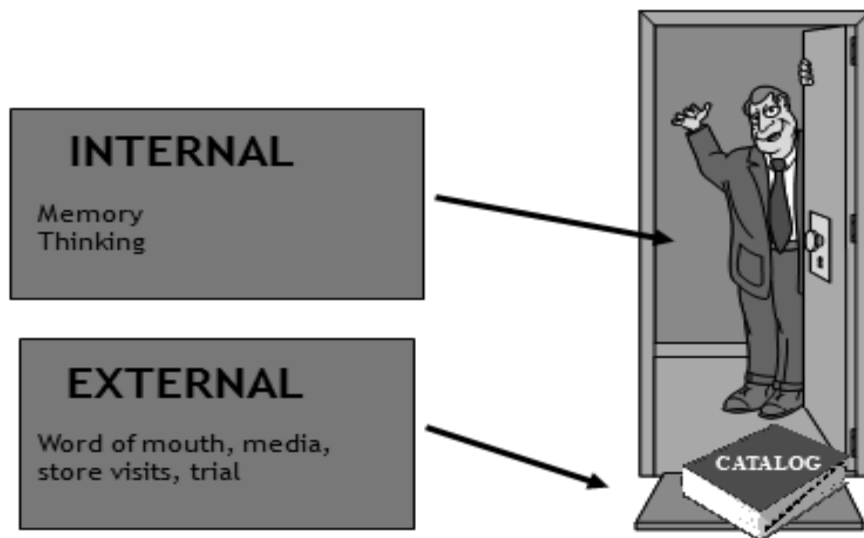
Gratification or Displeasure. You made the right decision, Cognitive Dissonance. This could be lessened by guarantees, communication after selling etc. Maybe you really wanted a Chinese meal after eating an Indian meal.

Such steps together with the previous phases of the purchase are influenced by numerous environmental factors and the individual (Blackwell, Miniard & Engel, 2001), i.e. needing to recognise, seek the information and evaluate the alternatives prior to purchasing. Shim and

Kotsiopulos (1992) found , for example, that the effect of social information on purchasing behaviour.

3.1.6. Information Search and Decision Making

Environmental and human considerations affect purchase choices. (Miniard, Miniard & Engel (2001)). Consumers look for knowledge both internally and externally



Internal Search allows the consumer to identify alternatives. The ad strategies receive "top-of-the-mind" exposure is important of brands with a poor involvement. There could be several people, for instance, searching out fast food shops in the local newspapers; but consumers will recognise their restaurants before they see it.

Online apps for large volume products are more likely to be seen by customers. Customers can seek suggestions from friends before buying a car, read consumer reviews, search a number of websites to see a selection of dealer firms , for example. Companies manufacturing items selected solely for internet inquiries must then commit to rendering their information , i.e. via brochures, blogs or news releases, available to the vulnerable consumer.

A countervailing judgement requires the customer 'trading off' the positive and the poor qualities of the commodity. For eg, a car may have a low price and a decent gas economy but poor acceleration. If the cost is reasonably affordable and fuel effective, the customer can prefer a car with a stronger performance that saves more and uses more fuel.

A judgement may rarely require a non-compensatory approach. For eg, a parent may refuse all soft drinks containing artificial sweeteners. Here, this one "non-negotiable" quality cannot be offset by other positive qualities such as flavour and low calories.

The amount of effort a customer lays into the pursuit varies depending on a set of independent variables including the industry (how many competitors are there and how many differences between brands are expected to be?), the characteristics of the product (how essential is this product? How complex is the product? How obvious are the indications of quality?), the features of the customer (how interested is the customer, in particular, in the analysis? Two interesting issues in decisions are:

Variety-seeking - (where customers are trying to try different products, not because these products are supposed to be "better" in some way, but because the customer needs a "change of speed" and

"Impulse" purchases — unscheduled transactions. This reflects a very "fuzzy" category. For instance, a customer might intend to buy food, but then chooses in the supermarket to really buy vegetables and beans. Instead, an individual can buy an object that is already on offer, or one which she or he knows is required only while within the supermarket.

3.2. Types of Consumer Buying Behaviour

Groups of customer shopping habits shall be defined by:

Degree of participation in the decision to buy. Importance and degree of concern in a specific circumstance of the commodity.

- The extent of participation of consumers defines whether he / she is driven to obtain knowledge on some goods and labels, but practically avoids others.
- High participation purchases—Honda Motorbike, high quality merchandise, items noticeable to some, and the greater the risk, the greater the intervention.

Risk type:

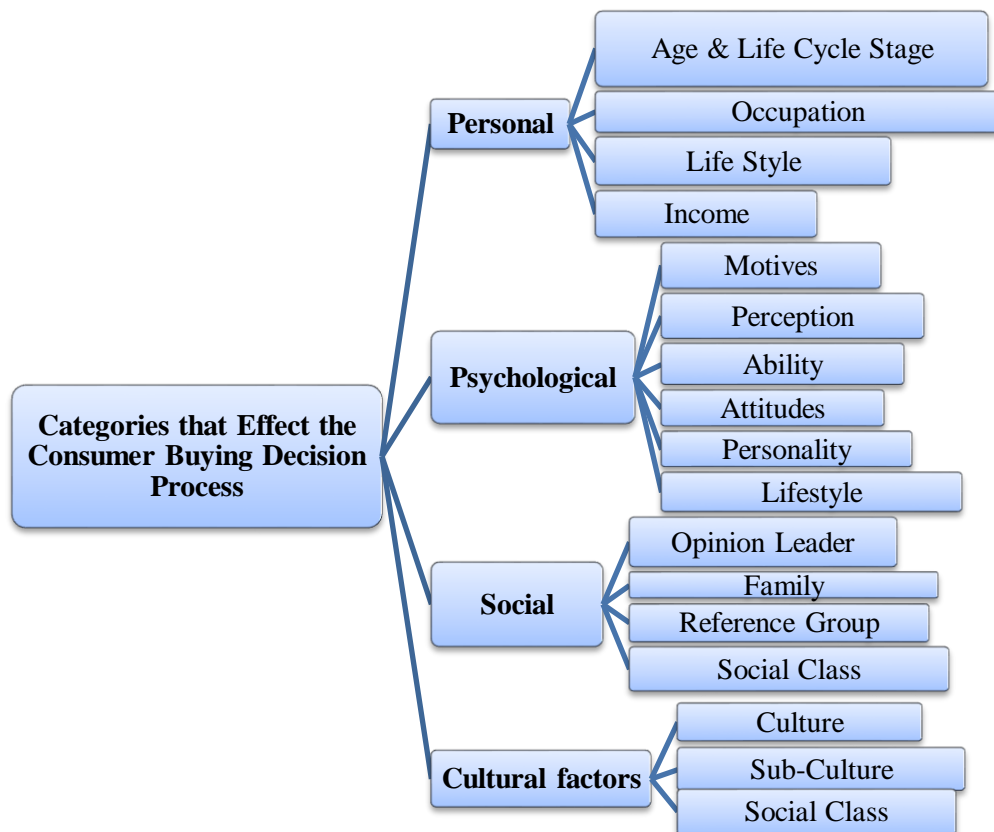
- Direct threats
- Societal threats
- Economic threats

The four forms of customer purchasing conduct are as follows:

- Standard Response / Programed Behavior-Buying minimal intervention always bought low cost items; require very little quest and decision making effort; bought almost instantly. An instances entail soft beverages, cookies, milk, etc.
- Restricted Decision Making-purchase of the commodity on request. If you wish to collect details on an unknown company in the common group of goods, maybe. Needs a modest amount of time to collect knowledge. Examples involve the Clothes-know commodity type, but not the name.
- Comprehensive decision Making / Complex a large degree of commitment, new, costly and/or seldom acquired goods. High level of economic / performance / psychological harm. An instances cover vehicles, houses, machines and school. invest a lot of hours looking for knowledge and making choices. Company details MM; friends and family, shop workers, etc. Go through the six phases of the procurement phase.

The purchasing of the same commodity would not necessarily result in the same Consumer Conduct. The commodity may be shifted from one group to the next. For instance: going to dinner for an individual might be comprehensive decision-making (for someone who doesn't go out much at all), but minimal decision-making for somebody else. The explanation for the party, whether it's an engagement event or a lunch with a couple of mates, would also decide the magnitude of the decision-making phase.

3.3. Categories that Affect the Consumer Buying Decision Process



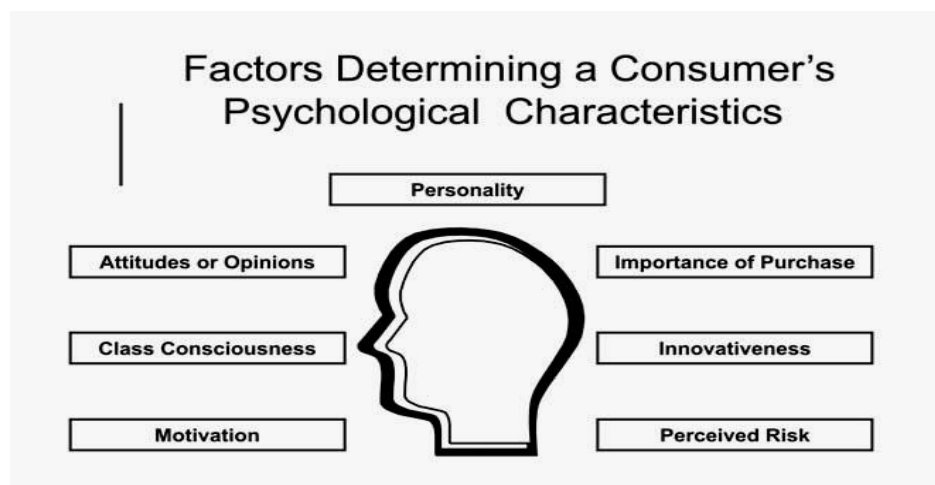
3.4.1.3. Personal Factors

3.4.1.1. Occupation and Income: Nowadays, citizens are very worried with their appearance and the role of culture as a direct consequence of their material wealth. The career or occupation in which a person is employed again has an effect on the goods they buy. The status of an individual is expressed by different symbols such as clothes , shoes and belongings.

3.4.1.2. Age and Life Cycle Stage: Like the social structure, the human development cycle will have a profound effect on customer actions. The life cycle is an organised sequence of stages in which customer preferences and behavioural patterns change and grow due to the progression of education , knowledge, income and position. Marketers also describe their target market in terms of the consumer's existing life-cycle period.

3.4.1.3. Personality: Personality is the complete amount of an individual's lasting internal psychological characteristics that make him or her special. Self-confidence, superiority, individuality, sociability, spitefulness, ability to adapt, and self-awareness are the esteemed characteristics of personalities.

3.4.1.4. Life Style: our behaviours are mirrored in our attitudes and self-concepts, as is the case for every customer. We ought to realise what life-style is all about. It is the way of life of an individual as defined by his or her actions, desires and opinions. There is a way to calculate the lifestyle of the customer. This approach is named psychographics – an research tool used to assess customer behaviours – people's habits, desires and views. Consumers are therefore categorised on the basis of the variations of these dimensions. With exception of behavior classifications, which are challenging to explain, quantify lifestyle analysis has proved useful in categorising and engaging customers according to their life - style specification. I want to provide an illustration that I have come across from the organisation that arranged this analysis to define the consumer segments in their position for tv sets.



3.4.2. Psychological Factors

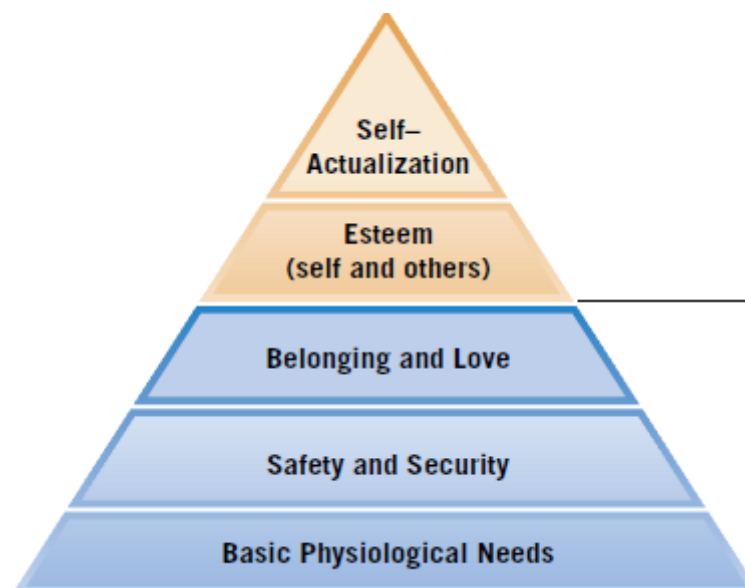
3.4.2.1. Motivation: Encouragement requires positive or negative wishes, expectations and impulses that move an individual to or away from those behaviour. By appealing to motivations (behavioural reasons), a marketer may produce inspiration. Economic and emotional factors are conceivable. -- individual has distinct motivations for purchases; these are modified by circumstance and over time.

3.4.2.2. Customer desires and motivations: we also continue to buy various products and services with the belief that they can better satisfy these desires. Where a need is too urgent, it drives the individual to achieve its fulfilment. It's classified as a reason. Both our desires can be divided into two categories — primary and secondary. The basic requirements or reasons are the basic needs for which we are created, such as the need for air , water , food, clothes, shelter and sex. Secondary needs are our learned needs, which we have established in reaction to the social mike of persons and their interaction with other members of society.

Supplementary desires growing involve the need for strength, reputation, respect , love, schooling, popularity and so on. Fashion is indeed a main need for all of us. But the desire for a three-piece trench coat or a black velvet sari or a silk cocktail dress is an indication of our developed desires. A guy wearing a three-piece trench coat could strive to satisfy his the need social position or his ego by trying to impress his relatives and friends.

All human needs can be grouped into five hierarchical groups, and the systematic interpretation of the hierarchy of needs principle can be grouped from low biological needs to higher psychological needs. Any level of need is reached with citizens choosing to progress to the next higher level of need. In the figure below, the different levels of needs have been seen to be watertight compartments, but in fact there is still variation between the different levels of needs, because no requirement is ever entirely fulfilled. There is still space for further development.

Maslow's Hierarchy Of Needs



How does the Hierarchy Work?

- Starting at the bottom of the hierarchy (pyramid), a person first seeks to meet basic needs (for example , food, shelter).
- If certain basic demands have been fulfilled, they are really no more a motivating factor. The entity goes to the next stage
- Security requirements at work may require physical safety (e.g. protective clothing) along with insurance from disability, lack of wages due to injury, etc.

- Social needs understand that most individuals want to be part of a community. This will involve the desire for affection and belonging (e.g. collaborating with friends who help you at work, collaboration, communication).
- Confidence requirements are about getting remembered with a job well performed. They represent the reality that many people are finding the admiration and appreciation of others. This may be accomplished by advancement at work.
- Self-actualization is about how individuals behave of themselves-this is mostly calculated by the degree of achievement and/or difficulty at work.

The concept of Maslow in the corporate environment has tremendous promise. The point is clear: once management figures out the quality of each employee, they will settle on acceptable incentives.

Maslow's individual needs hierarchy lets to consider the desires of customers. It is helpful for a marketer who can assess the degree of the standardised necessity of his product to satisfy and place and help his product with sufficient marketing feedback. Things including food and clothing are imported to satisfy physiological specifications. Care items like soap, cleaning products, rubber cream, lipstick are mostly obtained because they satisfy societal needs; protection, intrusion detector and surveillance systems are bought because they meet security requirements. Although expensive goods like jewellers, luxurious garments, beautiful homes although vehicles are acquired mostly for the benefit of self and self-fitness. The same goods can be marketed to totally different consumer groups such that the marketer may accurately assess the specifications of the items. For example, for a third section, a loop is a leisure / recreational necessity; it meets the requirement for healthcare. Another group of consumers also purchases a bicycle for turning into a rickshaw or bicycle cart for selling fruit, vegetables etc.

3.4.2.2. Perception: Perception is the second main psychological component affecting customer behaviour. Perception may be named "How to look at the environment around us." Our five brains, ears and eyes, neck, bowels and face, recede signals all the way. The numerous colours, noises, smells , tastes and feelings we experience are named stimulation. Any person recognised, identified, arranged and created the stimulus on the basis of his own desires, beliefs and aspirations in his own specific way, which is known as perception. Because the desires, motivations and aspirations of each person are unique, the interpretation of each person is different.

Perception may understand when multiple people respond differently under the same situation to the same stimuli. As a Brand Boss, by the physical form, colour, scale, fragrances, smell, taste, packaging, ads and sales you attract the customers. Your focus is in stimuli so as to reinforce this specific stimulation of mixture stimuli, which in the highest amount of customers evokes the strongest experience. For starters, the customer uses the product, brand name, price and picture of the company to interpret the level of service.

We are swamped with a range of triggers every hour of our lives. If one of these sensations is examined and understood, it can lead one nuts. Yet we also have a built-in scanning mechanism that lets us "pick," "recognise" and disregard all the others. As a campaign client, you want to guarantee that people don't miss the sensations, so instead they are heard, perceived and held in the consumer's mind. Three dimensions of interpretation are of particular concern to the marketer in this sense. Selective viewing, selective filtering and selective preservation are included.

3.4.2.3. Beliefs & Attitudes: Behaviours or views on products, facilities, businesses, individuals, problems and/or organisations are constructive, favourable or negative. Without optimistic customer behaviours, success cannot usually be accomplished. A conviction is that an individual has something distinctive about it. An individual may think that the lowest fat content of a certain cooking oil "X" is good health. This theory may be founded on any actual evidence or may simply be an idea or view of the individual. The sects are the public logo of the public. In order to promote the creation of a good brand picture, the advertisers must ensure that the customers have accurate and appropriate brand knowledge.

Attitude is the lifelong impression, perception and inclination of an individual to a certain thought or event. Beginning from adolescence, with any fresh perspective, knowledge and power, mindset evolves over time. Attitudes are locked into such habits and can hardly be modified. It is simpler than to shift perceptions against a new product model to sell a product which suits well with current behaviour.

3.4.3. Social factors

The purchasing behaviour, including segments of the consumer and social class, is often affected by social influences. In a collective, many participants may participate in order to affect the decision to buy. In such a community decision the usual functions can be summed up as follows:

3.4.3.1. Reference Groups

As a customer, it is not only through psychological considerations, personal and lifestyle that you tend to buy and use those goods and services, but also through the individuals around you and the different social classes you are in touch with. Groups you work with explicitly or implicitly affect the selection decisions and so marketer awareness of their analysis is of considerable importance:

I) essential and auxiliary groups: a main community that constantly associates with a person and whose views, his relatives, neighbours, near mates, peers and co-workers is of special interest to him are examples of prime groups. Secondary classes are those with whom an individual only rarely communicates and does not think his opinion is highly significant.

II) Formal and informal organisations: Rotary, tigers, Jaycees are three of our society's well-known social classes. Labour organisations, social clubs and associations are organised organisations that can involve people. A hierarchical organisation has a clearly specified framework, clear responsibilities, places of authority and specific objectives.

An informal community, though, is poorly described and may have no functions or objectives stated. Meeting the neighbours once a month at lunch is an illustration of an informal community for the mutual sharing of news.

III) Affiliation and formal classes: a party that belongs to or eligible for affiliation is one of the participation categories. Both plant employees are entitled to enter the labour union. A person wants to belong to a representative community, but usually would not be accepted as a Member. An official's chief executive will behave as though he belonged to the highest class, but the representative classes have more clear control on customer behaviour.

Main, casual or informal groups do have greatest effect on customers and are of considerable concern to advertisers. All of these classes can be used as a reference category for the user whether it acts as a guide or comparative point for the development of beliefs, behaviours and behaviour. Various forms of classes, whether big or small, structured or comparative classes, are rather diverse and involve both directly and indirectly or collective effects.

Indirect comparison categories involve people or entities for which actual deus have no clear face-to - face interaction, such as film actors, TV personalities, sportsmen, lawmakers. Reference categories are being used in advertisements to cater to particular demographic

audiences, the community condition in which prospective consumers may associate is used to advertise goods and services. Hidden in this pitch is the implicit motivation for the consumer to associate the commodity in dispute with the buyer. The three categories of comparison classes more widely used for appeals are:

- (a) Actors,
- (b) Professionals, and
- c) 'A common person'

Public figures are well-known individuals (in their particular area of activity) they are respected and whose followers seek to mimic their activities. The most famous celebrities are hollywood stars and sports figures. Fast beverages (Thums up), shaving foam (Palmolive), bathroom soaps (Lux), textiles (Dinesh, Graviera) are marketed utilising stars from both the sports and entertainment industries. Professionals such as physicians, attorneys, auditors and writers are used to assess the advantages of a service. Colgate and Forhans creams are examples of brands utilised for marketing by specialist research organisations.

Another feedback category argument is the one that utilises the testimonials of the happy client. It shows to the potential buyer how she is just as pleased with the commodity as she is utilising it.

Easy comparison classes that have a major impact on purchasing preferences, buying decisions and actions can be divided into six categories. There's a few

- I) The family;
- (ii) Buddy groups,
- (iii) organised social classes,
- (iv) Organized shopping parties,
- (v) Customer Advocacy Associations and
- (vi) Working Groups.

Family: The family is by far the most significant of any of the above classes, and we will address it in depth. The family, as a collective, is an integral aspect of all these classes, and

we will address it in depth. The household, as a collective, is a significant customer for many goods bought for use by all close relatives. It is a source of considerable impact on the purchasing conduct of individual consumers. We define two groups, the family of orientation with which you were born, and the family of your mother, sons and daughters, which forms the intake of a child. It is from adults where we partake much of our ideals, habits, opinions and behaviour trends.

Even though a person has ended to reside with their family, the power of the subconscious mind appears to be strong. In our culture, where kids prefer to reside with their parents even after they enter adulthood, their presence is incredibly meaningful.

The second form of family is the childbearing family comprising of the partner of the customer and the offspring. Inside the family, various participants perform different positions. Marketers are interested in figuring out precisely the role performed by community participants so that they can plan their marketing campaign in a way that fits certain particular positions. Conventionally, it was the wife's job to buy food , clothes and other household products, while the father played a prominent position in the purchasing of cars and insurance policies. But since the rise of women in the workplace, these boundaries of conventional position delineation are becoming progressively blurred. Fathers often have to fulfil a larger part of their domestic chores, while females are expressing oneself in places so long known as the realm of the husband. Therefore, a certain judgment can be reached in separate communities either by the spouse or the woman, or both may have the same speech. Children are now starting to affect the choice of the family to actually purchase. This is particularly relevant for items such as entertainment, audio electronic devices, books, desktop computers, etc., whereby children are supposed to provide more up-to - date knowledge about different labels and product characteristics.

Roles: People can engage in a variety of groups. Its role within each community may be specified in terms of the tasks it is supposed to conduct. You 're possibly a boss, and when you're in a position, you fulfil that role. However, you perform the role of spouse and parent at home. So you play various parts in different social situations. Each of these positions has an effect on the buying choices.

Rank: The rank of each position performed by an individual is the relative respect accorded to society. Status is also calculated by the degree of control that the person exerts in the actions and mindset of everyone else. People are purchasing and utilising goods that represent

their status. The chief executive of a business can allow Mercedes to convey its position in the group. He-go to Europe or the U.S.A. for a vacation, rather than to Mussoorie or Ooty.

Community norms: the norms of a party are the tacit standards of conduct and actions required of its participant. For eg, in certain global corporations in India, the office wear uniform requires a full-sleeved shirt and tie, not a horrible heat situation. If advertisers are able to recognise the different categories of which future buyers belong, they will effectively advertise certain goods and services whose use is determined by community expectations.

3.4.4. Cultural Factors

Social aspects have a major effect on the actions of the consumer. Culture is the most fundamental source of the will and actions of an individual. Growing up , children develop fundamental beliefs, expectations and desires from the family and other essential communities. Advertisers are still looking to detect "cultural changes" that might lead to different goods that could be desired by consumers due to rising demand. For instance, a societal change into greater respect for health and wellness has generated possibilities (and now industries) to satisfy consumers who want to purchase:

- Reduced calorie diet
- Membership in fitness club
- Tools for workout
- Event or holidays relevant to fitness, etc.

Comparably, growing demand for "leisure time" has culminated in increased demand for comfort goods and services such as microwave ovens, ready-to - eat meals and lead generation programmes, such as mobile banking and insurance.

Common society comprises "sub-cultures" – communities of individuals with common beliefs. Sub-cultures which comprise ethnicities, sects, ethnic groups or groups of people with the same strategic isolation.

Often a sub-culture may establish its own significant and recognizable section of the business. For eg, "pop culture" or "party culture" has very distinct ideals and features from the far older "grey generations." Likewise, variations in the social background will build consumer classes. In reality, the official six social groups in the United Kingdom are

commonly used to model and forecast various consumer behaviours. In the United Kingdom's socio-economic designation system, the social status is not strictly defined by wages. It is calculated by a mixture of profession, wages, schooling, capital or other factors.

3.4. Definition of Buying Behaviour

Buying Behaviour is the decision-making method and behaviours of individuals interested in the purchasing and use of goods.

Consumer behaviour or consumer conduct is affected by a variety of influences or powers. They 're:

1. External or Social Causes
2. Social Explanations
3. Ethnic Causes
4. Political factors:
5. Personal Factors

There are a variety of problems that help the interpretation of customer behaviour.

- I) What is the competition and how much is the nature of its influence with respect to the organisation?
- ii) Who is buying?
- iii) What are they buying?
- iv) Who is interested in the purchase?
- V) Where are they going to buy from?
- vi) Why are they going to buy?
- vii) When are they going to buy?

The responses to these questions include an overview of how consumers are more likely to react to consumer behaviour. The stimulus-response model of the buyer activity is seen below.

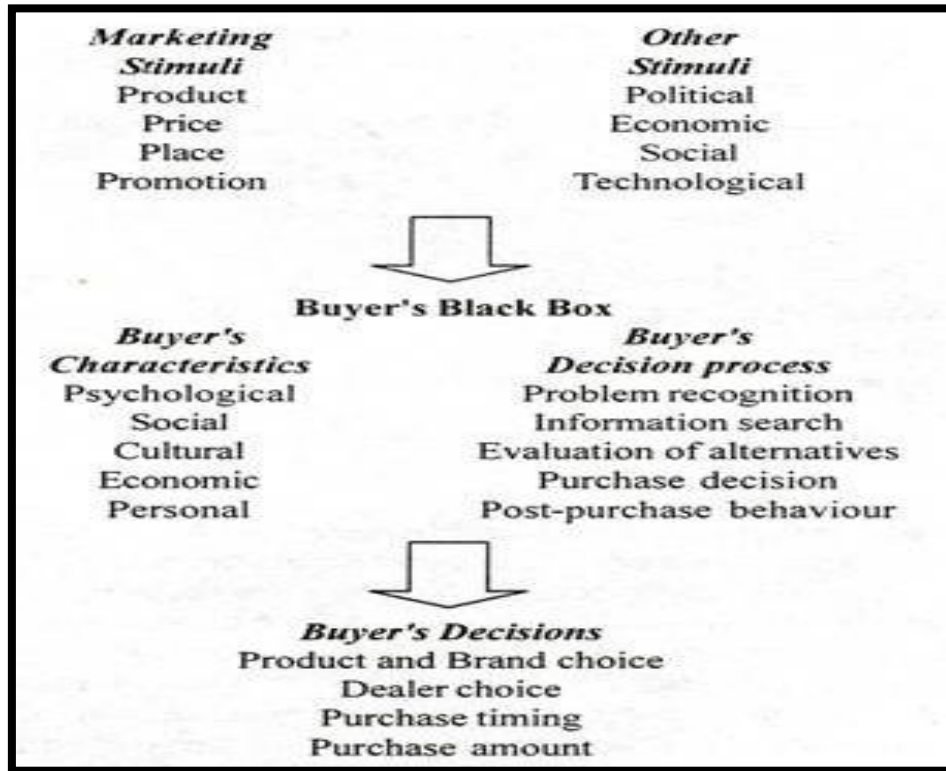


Fig : Model of Buyer Behaviour

This paradigm is used to reach the 'black box' of the consumer and communicate with the customer attributes and decision processes to deliver a variety of outcomes in the form of purchasing decisions. In this sense, the external setting and the communication blend components are driven to obtain a sequence.

The role of the campaign strategist includes knowing how the black box works, and two main elements of the box must be taken into account: firstly, the conditions that contribute to the purchasing circumstance and, secondly, the mechanisms for decision-making.

Here are listed the following variables influencing customer behavior.

3.4.1. Internal or Psychological Factors

Consumer purchasing conduct is affected by a variety of internal or external influences. The two significant aspects are Inspiration and Vision.

3.4.1.1. Motivation

A desire becomes a motivation when it is elevated to an appropriate degree of severity. A motivation is a desire that is sufficiently important to cause a individual to act. There may be a variety of styles of needs:

3.4.1.2. Psychogenic Needs

People emerge through psychological conditions of stress, such as the desire for acceptance, gratitude.

As in the quotes of William J Stanton, "Motive can be described as a drive or an impulse to be fulfilled by a person. It becomes a purchasing motive when the person finds fulfilment by the buying of things. A motive is an inner impulse (or need) that drives a individual to take purchasing action to fulfil two kinds of needs. Core needs and secondary intends to do so. Take two instances:

TABLE : Examples of Core and Secondary Want

Products	Core want	Secondary want
Glasses	Protection to eyes	It should look goo
Shoes	Protection to feet	Elegance in style

Inspiration, though, is indeed the energy which stimulates goal-oriented behaviour. Motivation serves as a guiding force that encourages an person to take steps to fulfil his or her needs. It therefore is now one of the inner variables that affect customer behaviour.

3.4.1.3. Perceptions

Far more than five senses are possessed by humans. Besides the simple five (sight, touch, scent, hearing, taste,), there are stimuli of movement, sensation of equilibrium, and so on. -- intuition is continuously fed signals to the brain, and the volume of information gathered will severely overwhelm the mind if it were taken. Thus the, the brain chooses the person from the world and eliminates the superfluous interference.

In essence, the brain produces unconscious judgments about what is important and what is not. And while there might be a number of stuff occurring around you, most of them are not accessible to you; in reality, tests have shown that any input is filtered out by the optic nerve

long before it enters the brain. Humans eventually understand to disregard external noises: for instance you might notice a noisy ticking clock while you visit somebody else's house, but your hosts may use the clock totally and not realise it until you are aware of the fact that it is still operating.

Consequently, the knowledge reaching the brain would not give you a full picture of the environment surrounding yourself. As an entity creates a world-view, he then organises the residual knowledge to chart what's going on in the real world. Any holes (and there will be loads of them, of course) can be filled with creativity and knowledge. The cognitive chart is also not a 'photograph;' it is a picture of the mind. The following variables would be influenced by this mapping:

3.4.1.3. Categorisation

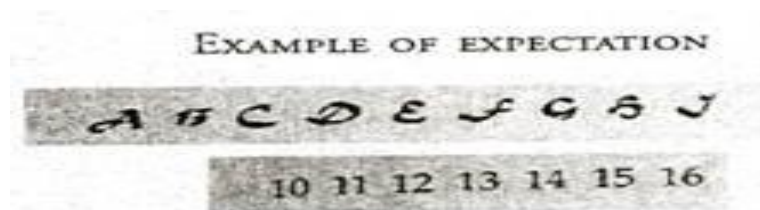
It is the 'pigeonholing' of knowledge and the pre-evaluation of activities and goods. This may occur by a mechanism defined as chunking, in which the person controls data into pieces of similar objects. For eg, a image taken as a certain piece of music is happening may be chunked as a single object in the brain, such that the perception of the image evokes the song, and vice versa.

3.4.1.4. Selectivity

This is how much the brain feels compelled from the surroundings. It depends on how much the person goes about and how selective (focused) the person is at the present task. Selectivity is often relative. Certain individuals are more selective.

3.4.1.5 Expectation

This causes people to view knowledge later in a certain fashion. See this number and letter sequence, for instance:



The number 13 also occurs in both episodes, although it will be perceived as a 'cassion,' in the first case, since this was what the brain thought. (The 'cass' is like this in Matura MI language. B)

3.4.1.5. Past Experience

In the context of something we actually learned, it helps one to grasp subsequent knowledge. In reality, the aroma of pastry shop might remind a village bakery 20 years ago, but the fragrance could had been created by a spray in sprays near the supermarkets. Psychologists call this a rule of primacy, occasionally sights, scents, or sounds from our memory can cause incorrect responses.

The following may be an illustration of semantic visualisation used to interpret product consistency.

The customer picks and assigns the indices with the input list. In terms of consistency, location, brand name and store name are usually indicated. In most customers' views there are clear positive ties between price and cost, brand name, and consistency; while the retailer's identity is smaller, it remains weighty.

Many customers , for instance, will feel sure that Big Bazaar is offering better quality goods than the nearby corner store, but will be less able to differentiate between Giant and Small Bazaar. The knowledge is arbitrary since the user bases judgments on the details chosen. Each of us experiences the world differently, and each of us has various viewpoints. Quality details can be classified or pigeon-holed: Scoda Octavia will be classified as Mercedes Benz or Sony in the similar slot as Aiwa. Details can be classified.

3.4.2. Social Factors

Man is a social animal. Therefore, the individuals around us profoundly impact our attitude and preferences. We still appeal at the others around us for affirmation and seldom do anything that are considered unacceptable. The social variables that impact the actions of consumers

1. Family,
2. Reference Groups,

3. Roles and status.

3.4.2.1. Family

The buyer's life consists of two groups of households. Family with nuclear arms and kin combined. The nuclear family has tiny groups where members are more able to vote, while the family is larger and the decision-making phase is more relevant than the decision-making community. Family members can have a strong effect, especially in the Indian market, on buyer behaviour. Members' preferences, interests, dislikes, habits, etc. are embedded in the shopping actions of the household.

The family effect on the Member 's purchase actions can be seen in two ways

- i) the impact of the family on traits, attributes, behaviours and standards for assessment
 - ii) the effect in the procurement of products and services on the method of decision-making.
- The head of the household in India might consider purchasing alone or along with his partner. The position and relative effect of husband, wife and children in the buying of products and services should be examined by marketers.

Usually, a person lives through two families:

3.4.2.1.1. Orientation Family

This is a household where a child is born. The effects of family members and the person's childhood have quite a significant impact on purchasing patterns. For example, a person who comes from the Conservative Tamil or Gujarati vegetarian family can not consume eggs and meat, although they may appreciate their nutrient benefit.

3.4.2.1.2.2. Procreation Family

This is the household of a person with his or her partner and baby. Usually, during marriage, the individual's shopping patterns and preferences shift under the control of the partner. When marriage becomes older, individuals typically tend to compromise in some positions. For eg, a father usually takes investment decisions, while a mother takes judgements on children's wellbeing.

From a commercial perspective, the amount of demand for certain goods relies more on the majority of homes than on the number of individuals. The importance of families to marketers is thus far more concerned with customer activity than with the degree of commodity production. In terms of their status as a comparison community, the family is related to the following character traits:

i. Purchasing agent

Owing to joint ownership, most households would have one participant that does much or all of the shopping. This has historically been the mother of the household, but more and more customers are the older children of the household and even pre-teens take up the role often.

ii. Communication face-to - face

Members of the family meet each other often and participate as partners, intelligence sources and often decision-makers. Most research classes seldom have that degree of touch.

iii. Subordination of human desires

Since consumption is divided, certain members of the family may feel that the answer selected is not one that entirely suits their needs.

iv. Consumption of products

Reliable items such as televisions, washing machines, refrigerators , and chairs are exchanged and food is bought and served together. Acquisition of these things is also collaborative; kids are often interested in decision-making on these large transactions as vehicles and homes.

This is because the amount of working moms with little time for purchasing is growing. This has important effects for retailers, since preteens and young adults usually view TV rather than parents and are thus more responsive to interactions mostly on business.

The position of specialisation in family decision-making is important because of the vast number of different items to be purchased annually to ensure that the family is covered. In fact, this implies that the family individual who prepares is likely, for example, to carry up the primary burden for grocery shopping. The driver of the family will presumably make the key decision about the vehicle and its equipment, repairs, food, etc., and the gardener of the family will purchase the gardening things etc.

Community has a major influence on forms of family decision-making. The way choices are taken also affects ideology and ethnicity. In the decision-making phase Indian societies seem to be governed by men, whereas in Europe and in North America they have a more balanced decision-making system.

The marketer has two issues: first, what is the influence of multiethnic culture marketing mix like that in India; and secondly, what does foreign business have? It is a very controversial field, which is still being experimented with by advertisers.

Social background constructs decision-making habits. Of the very rich households, the husbands tend to be most inclined to make choices, however, at the same period, buying criteria are usually well defined and conversation is therefore needless.

Low-class, low-income households are more matriarchal in their wives' management of deposit, taxes, grocery and utility costs without husbands being actively active in financial decisions. Families of the working class appear to display stronger interest in decision-making. However, as a consequence of rising prosperity and mainstream schooling, these socioeconomic status disparities are increasingly breaking down.

In the decision-making process, the family may also play various functions. For starters, the children themselves may be key contributors at the problem stage of recognising the need for new shoes for children. The mother will determine what kind of shoes to purchase and the father will buy the shoes for the girls. The key consumer of the commodity could be relevant at the initial stages, with likely shared decision-making at the final purchase.

Other considerations such as when both parents are earning can involve other determinants. In general, double income families negotiate together, because each has an economic interest in the result. The nature of the gender roles in decision-making is absolutely important. Males (and women) who have traditional opinions about sex roles prefer to believe that the bulk of spending choices are taken by the partner. However, husbands typically change their own beliefs to take into consideration the expectations and desires of their spouses and in this sort of decision-making.

Families are adaptive, and families experience life cycles. There have been different iterations of the family life cycle, but most of them are based on Wells and Gubar's original work. The table below demonstrates phases of the course of family life.

TABLE 2 : Family life cycle

Stages of life cycle	Description
Single/Bachelor stage	<p>Poor citizens including teachers, disabled young adults or workers at age appear to have modest wages but have moderate salaries as well. You prefer to invest more on garments, music, drinks, health, vacations, leisure and activities in fashion and recreation. You will shop vehicles and products from your home for the first time.</p>
Newly married couples	<p>Newly married people without children are typically households with dual income (Double income No Kids generally regarded as DINK). They do invest equivalent stuff as people but have the largest proportion of household products, luxury appliances and infrastructure spending. Apparently more advertising-friendly.</p>
Full nest I	<p>Typically, one parent ceases operating outside the home as the first child arrive, so the family income dropped drastically. The infant generates additional demands that change the spending patterns: infant equipment, child care, supplements, gifts, clothes and child care. The infant produces new demands. Family resources are limited, and families are often disappointed.</p>
Full nest I I	<p>The younger baby is Six, meaning that both parents are also busy outside the household. The salary of the working wife has grown as a consequence of job success and the overall income of the family improves. Children also have significant impacts on consumer patterns: cyclo-bikes, painting and swimming lessons, big breakfast food bags, household washing, etc.</p>
Full nest I I I	<p>When children grow older, family income grows. Both parents usually work outside the home and both have advanced considerably in their profession, and the children would likely receive some part-time wages, etc. The expenses of the family may be a second vehicle, new appliances, luxurious products and schooling for children.</p>
Empty nest I	<p>Kids grew up and left home. Couples have strong hypothecs and somewhat minimal housing expenses at the height of their employment</p>

	and purchasing capacity. Luxury trips, hotels and movies are also used to make people require designer clothes, watches, diets, spas, fitness facilities, makeup or hair stylishness.
Empty nest I I	The biggest beneficiary has withdrawn, but revenue has declined down. Expenses are mostly health-care-oriented, sleep equipment, over-the-counter treatments for indigestion (OTC medications include Crocin, Disprin, Gellusil). Sometimes they acquire a smaller house or switch to a modest apartment.
Solitary survivor	Widows and widows have a decent income while they are already working. They will invest time on travel, as will the things in empty nest II.
Retired solitary survivor	The same general trend of consumption is apparent, albeit on a diminished scale because of lowered profits. They have extra caring, care and protective requirements, but they can enter nearby age groups etc.

While the marital life cycle provides a valuable rule of thumb, it is doubtful that many couples can move through both processes as seamlessly as the model implies, considering the high divorce rate and the unpredictable existence of their career paths. In 1965 and 1966, the concept was established and should be carefully approached.

3.4.2.1.1. Children's influence on decision-making

The economic consequences of primary-born infants are larger than higher-order kids. Firstborn infants and only infants are far more effective to their peers because, as the frequency of birth falls, they are more uniformly. There are even more parents that chose to have just one baby and households who are greater than two daughters. Infanthood is today much more popular than it was 30 years earlier.

In pressuring their parents for clear purchase choices, children still have a part to play. The amount of created 'pester force' may be intimidating and parents always react to the demands of the infant. The spring of cartoon networks such as the Pogo, Cartoon network, Splash, Nick, Hungama or Animax are all focused on commercials for some good, where children control their parents. All of that is backed by ancient cartoons. While there is a gradual

decline in the number of youngsters, their market value is not so. In addition to direct purchasing products that children require, they have a huge effect on decision-making. Production of children as customers takes place in five phases:

1. Catching
2. Proceed to inquiries
3. Make decisions
4. Purchases encouraged
5. Render transactions separate

Latest findings have shown that pre-teenagers and young teenagers have a stronger impact than adults on family shopping decisions for these reasons:

- i. They also go shopping when both parents work and the children have time to go to stores.
- ii . You watch more TV so that advertisements and information of goods are more affected.
- (iii). They seem to be more open to customer complaints and have resources to go shopping.

3.4.2.2. Reference Group

A community is made up of two or more individuals who share a collection of standards with each other. A community of people with whom a individual interacts is a comparison party. This is a collective of individuals that actively or implicitly influences a person's attitudes. Relation categories break into several different classes and are not inherently comprehensive. The main classes of comparison are:

3.4.2.2.1. Primary Or Normative Groups

They apply to the more clearly identifiable communities of acquaintances, families, opposing co-workers, etc. In this context, the relationship of cohesiveness and shared involvement is reasonably constant or persistent yet casual and results in common convictions and behaviour within the community.

3.4.2.2.2. Contractual Classes or Membership

They are the groups the individual belongs to and associates with. These associations affect the actions of their participants directly.

3.4.2.2.3. Community for Aspiration

This is a community an individual wants to join as a participant. These groups may have a very strong effect on actions since the person always takes on the aspiring group's conduct in the expectation of being admitted as a participant. At times, the aspiring groups are economically better off or are more effective; they generally define their desire to reach those groups as motivation.

For eg, a modest employee will dream that one day the position becomes available in the conference room of the organisation. Advertisement typically utilises photos of aspirational communities, suggesting that the person becomes a participant in an aspirational community when buying a specific product. Nokia 6230 ad campaign is all about thinking that a young man with Nokia phone is seen to be able to rank top of the business, so you could use the exact model so that you can enter the same aspiring community.

3.4.2.2.4. Secondary Groups

These involve ethnic organisations, technical classes, etc., made up of individuals we meet at times. These classes are less important in the formation of perceptions and regulation of actions, but they may affect conduct in the field of shared interest. In a philatelic club, for instance, you may explore commonly related issues, you can speak to each other.

For eg, a modest office worker may dream of being named to the organization conference room just then. Advertisements often utilise photos of idealistic classes, suggesting that the usage of a certain commodity would bring the person a bit closer to becoming a member of the idealistic community. Just remember the Nokia 6230 advertising campaign, in which a young person with Nokia phone is seen to be ready to take the top role in the business, thereby motivating you using the same template to enter the same ambitious community.

3.4.2.2.1. Class of dissociation or avoidance

There are classes with a meaning that a person opposes and for which the person is not affiliated. For starters, a senior manager would not want to be called a teenager. The

participant would then seek to escape certain items or actions instead of getting removed from the dissociative category by others. In the above case, the managing director may not use tobacco, perfumes and automobiles that are very young. The concept of a collective as dissociative is, like aspirational, strictly arbitrary and differs between individuals.

3.4.2.2.2. formal groups

These organisations have a known membership list, which is also mentioned elsewhere. A formal organisation or a group may be an example. The guidelines and community composition are generally written down. Membership guidelines are in effect and the conduct of the members is restricted when they are with the community.

That being said, the limitations typically extend just to very restricted fields of conduct; for instance, the Society of Chartered Accountants (CA) or Cost Accountants has developed standards of procedure for its members in its professional activities, but has little concern in what their members do as private citizens. Unique rights, such as work progression or usage of club services, can be granted to certain classes or may result only in duties in the pursuit of the group's goals.

3.4.2.2.3. Automatic groups

This are the categories one corresponds to owing to age , ethnicity, community or schooling. Often they are often referred to as rank categories. Though it would seem at first glance that these communities have no impact over the actions of participants since they are organisations who have not volunteered, community pressure to comply tends to affect the participant. When you purchase clothing, for example , older customers don't want a youth and don't purchase denim regularly.

3.4.2.2.4. Informal group

This is less formal and are normally friendship-based. Another definition is the group of friends of a person who operates solely for shared moral encouragement, business and sharing. Even if the obligation to adhere to hierarchical classes might be much higher than it will be, there would be little in paper.

Informal communities also require a higher degree of activity over a broader spectrum of events than may be a structured group; those friends' networks may establish more specific codes of ethics and rituals than published ones.

3.4.2.2.5. Contactual group

We remain in daily communication with the community such as college mates and workplace partners.

3.4.2.2.6. Indirect groups

The consumers would not be in close touch with the influencers of this situation. For eg, a movie star such as Shah Rukh Khan is advertising for the Santro vehicle, undoubtedly this has a profound impact on dumb audiences.

3.4.2.2.7. Comparative groups

The participants of this party are the ones you associate with. You would like to equate yourself with your family, siblings or coworkers by getting some exclusive items or brands like Christian Dior or Modava Watch.

3.4.3.2 Status and Roles

A individual participates in a variety of communities, such as families, clubs and organisations. The location of the individual in each category may be defined in terms of function and rank. The task consists of the tasks that an individual is supposed to carry out. Could function has a rank. People choose products which communicate their position and status in society. Advertisers should be mindful of the inherent prestige value of goods and labels.

3.4.3.3 Cultural Factors

Kotler stated that human action is primarily the product of a learning mechanism and that as such people grow up acquiring a range of beliefs, attitudes , expectations and norms of conduct as a consequence of socialisation both within the family and through a variety of other primary institutions. From this, we establish a series of principles that define and influence behavioural behaviours to a very large degree.

As per Kanuk, and Schiffman the ideals involve accomplishment, prosperity, productivity, development, material security, pragmatism, individualistic, democracy, social equality, exuberance. This large range of principles is therefore shaped by subcultures such as ethnicity communities, religion sects, race groups and different areas, many of which display differing levels of ethnic preferences, discovery, tabuisms, behaviors and lifestyles.

Consequently, the impact of cultural groups is influenced by social homogeneity or economic position, which serves as a predictor of conduct. The socioeconomic form is known by a variety of factors, like profession, wages, schooling and beliefs, rather than by a single data point. Groups within this single social status are much more alike to individuals of other cultural circles, but in due course they may switch from one socioeconomic status to another.

Ethnic variables usually comprise of

- (a) Society,
- (b) Sub-culture and
- (c) the socioeconomic status.

3.4.2.3. Culture

Culture is the primary determining factor of the motivation and actions of a individual. A rising person develops a series of beliefs, vision interests and attitudes by his or her parents as well as other primary establishments. Language has a strong impact on the practise of consuming and decision-making. Advertisers ought to identify cultural attributes and build advertising campaigns in each sort of lifestyle individually in order to improve sales of their goods or services. Yet tradition is not immutable and improvements are increasingly taking place, and these developments are slowly integrated across the community.

Community is a collection of ideals and principles that most members in a society hold. The groups deemed within community are typically pretty huge, although at least in principle a few individuals will share a culture. Culture is passed down from one collective individual to another, which in fact is typically transmitted along through one individual to another; it is taught, and is thus therefore contextual and random.

Food, for instance, is closely related to community. Though fish is considered a staple food in Bengal, Bengal boasts many thousand different kinds, in Tamil Nadu, Gujarat. Rajastan or fish is generally treated as an inappropriate food object. This variations in tastes are clarified by tradition rather than by the arbitrary variation of taste between individuals; preferences are expressed by citizens with a similar cultural context.

Language is often particularly culturally dependent. Also where a language is spoken through communities, there would be variations based on the local culture; the discrepancies between Hindi accents and the use of terms from different places like Mumbai , Delhi or Bihar are easily understandable.

While such cultural exaggerations are fascinating and helpful, it would be risky to draw conclusions regarding people from other places on the basis of the kind of general results in Hofstede 's study. People within such a group vary more than cultural groups: the most idealistic Indian, in other terms, is far more idealistic than any conformist American. Even so , those generalisations are helpful when addressing consumer audiences and are commonly utilised in the preparation of major media promotions, such as TV advertisements.

Culture may evolve with time, but these shifts appear to be gradual, since culture is profoundly rooted in human actions. It is also certainly much better, from a marketing perspective, to function inside a specific society than to attempt to alter it.

3.4.2.4. Sub-Culture

Growing society comprises of smaller subcultures which allow their members to recognise and socialise more precisely. Subculture relates to a collection of values held by a large culture subgroup that involve ethnicities, sects, race categories and geographical areas. Most cultural groups represent large segments of the consumer and advertisers must devise goods and advertising strategies customised to their needs.

While the bulk of the core cultural values are expressed by this Subgroup, they hold another collection of values which are contradictory with those of the main group. For instance, Indians are usually regarded as traditional upright citizens, but wealthy, affluent younger folks may not refuse to party with liquors and women at nights. Perhaps illustration is that the trained urban or the higher class has more individualistic signs, while Indian society is mostly communal in character.

3.4.2.5. Social Class

The social status to which they belong defines the consumer's behaviour. The Socio-economic Division (SEC) is a list of socio-economic categories. In a community whose participants have common ideals, preferences and behaviour , social class is a very permanent and organised division. Social classes are not defined by a single factor, such as wages, but

are calculated as a mixture of multiple variables, such as incomes, jobs, schooling, authority, control, wealth, styles of life, use, trend etc.

In our culture there are three distinct groups. They are the high, middle and lower grades. They are. Those three social groups vary in the way they shop. Consumers of the upper class require better quality commodities to preserve their social standing. Carefully purchase and gather the knowledge of middle class buyers, equate the various suppliers and purchase impulse from lower categories.

Education concerns may again be issued. A wealthy yet untrained individual won't purchase a machine normally. Another social mobility aspect can be taken into account as anyone comes up on a socioeconomic scale (for example, disadvantaged can become poorer and middle classes become wealthy, or poorly educated family kids can get higher education) and that in the social scale (for instance, wealthy may be disadvantaged or better qualified families can't continue to study).

Digital marketers are also expected to closely research the interaction between social groups and their levels of use and to take reasonable action to cater to the citizens of the social groups their goods are intended for.

3.4.3. Economic Factors

Consumer conduct is primarily affected by financial influences. Global conditions impacting the actions of customers

- I. Family Earnings,
- II. Personal Income,
- III. Saving
- IV. Aspirations of earnings,
- V. Market money,
- VI. Other economic factors,
- VII. the financial funds of the consumer;

3.4.3.1. Family Earnings

Family wealth applies to the combined compensation of all family members.

Financial wealth changes the purchasing activity of the household. The excess household wealth, which exists at the detriment of the material requirements of the household, is made eligible for the purchasing of food, durables and luxurious products.

3.4.3.2. Personal Income,

The total wealth of an individual is a decisive factor in his or her purchasing behaviour. A person's total personal benefit consisting of taxable income and net revenue. A surplus personal benefit corresponds to the real profits (i.e. financial balance) left at the discretion of the taxpayer after deducting taxation and compulsively deducted products from the gross income. The growth in discretionary income contributes to a rise in spending on different products. A reduction in expendable cash, on the other hand, contributes to a decline in spending on different products.

Budgetary personal wealth applies to the amount left after the minimum necessities of existence have been fulfilled. This revenue is sufficient for the purchasing of commodities, capital products and luxurious items. The growth in net income contributes to an improvement in the expense of buying items, luxury products, etc., which increases a person's quality of living.

3.4.3.3. Savings:

Savings can have an effect on the individual's purchasing behaviour. A decrease in the volume of investment contributes to a shift in the individual's spending. If a person chooses to save some of his or her current salary, he or she may spend less on convenience and luxury.

3.4.3.4. Expectations of Revenue

Income standards are one of the significant determinants of an individual's purchasing behaviour. If he predicts some rise in his salary, he is inclined to spend more on buying products, household products and luxury goods. In the other side, if he assumes some decrease in his potential revenue, he would minimise his spending in convenience and leisure and minimise his spending to basic necessities.

3.4.3.5. Market credits

Market credit applies to the lending service provided to customers wanting to buy comfortable comfort and luxurious products. It is made accessible to buyers, either explicitly

or indirectly, by large financial institutions. Acquisition, acquisition in payments, direct bank loans, etc. are the process through which credit is rendered accessible to customers.

Bank lending impacts customer behaviour. As more affordable credit is accessible on generous terms, the expense of convenience and leisure rises when it encourages customers to buy these products and to improve their standard of living.

3.4.36. Other Economic Factor

Certain economic variables, such as market cycles, prices, etc., also affect customer behaviour.

3.4.3.7. Liquid Assets

Liquid assets apply to such reserves, which can be easily turned into cash without any damages. Cash reserves involve ready cash, income statements, financial shares, etc. As a person has more liquid assets, they purchase security and leisure. In the other side, since he has fewer financial funds, he cannot invest much on purchasing convenience and leisure.

3.4.4 External considerations also affect the actions of the consumer. Significant personal factors that affect the actions of the purchaser are

(a) revenue and

(b) Age,

(c) Living style

(d) the occupation,

3.4.4.1. Revenue

People's income levels are another aspect that may affect the trend of purchase. Revenue is a significant source of buying power. So, purchasing people's trend changes with various amounts of wealth.

3.4.4.2. Age

A person's age is one of the significant personal variables that affect the actions of the purchaser. People are purchasing various goods at various times of their life. Their appetite, desire, etc. often shift with a life cycle transition.

3.4.4.3. Type of Life

Style of living of a individual's practice or style of thinking as reflected in his behaviour, desires and viewpoints representing the "whole human" engaging with the world. Campaign companies need to establish diverse marketing tactics to fit the preferences of customers.

3.4.4.4. The Occupation:

The career or occupation of a individual affects his or her purchasing conduct. Life types and purchasing requirements and choices vary greatly based on the essence of the profession. For eg, the procurement of a doctor can easily be separated from that of a judge, an educator, an entrepreneur, a businessman, etc. Campaign managers also ought to build diverse marketing techniques that suit the purchasing desires of various organizational classes.

Chapter - 4

Chapter 4

Outlook of the Chapter

- Factors Affecting Consumer Decision Making
- Influences of Family on the Decision Process
- Groups, Social Class & Reference Groups
- Characteristics Of Social Classes
- Types Of Reference Groups
- Opinion Leadership
- Consumer Decision Rules
- Levels of Consumer Decision Making

Elements impacting the decision of the consumer

4. Factors affecting the decision of the consumer

4.1. Families and Family decision - making process

The nuclear family and the joint family are two types of that The buyer's include in their life. The nuclear family and the traditional family. When the family is small also known as Nuclear family, and Joint family where people are more able to make choices, the family is larger and decision making is more preferred in groups than in individuals. Nuclear family is that in common families. Family members can have a massive effect on the purchaser's actions, especially in the Indian contexts. Members are rooted in their own purchasing behaviour, preferences, dislikes, lifestyle choices, etc.

The impact of the family on a member's buying behaviour can be classified into two instances.

I) The influence of the family on the personal characteristics, qualities, attitudes and assessment criteria, and

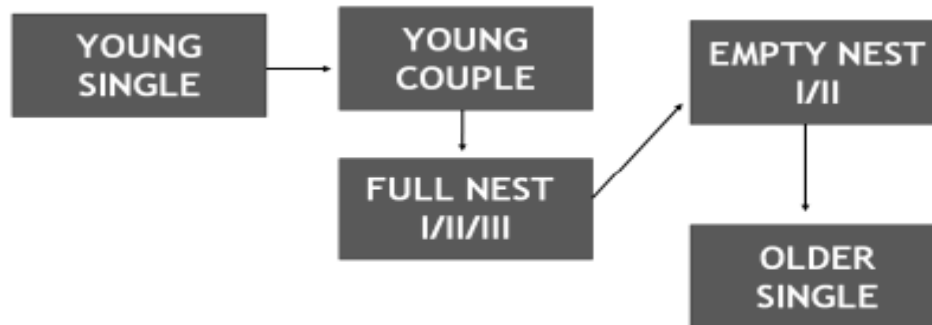
(ii) the impact of buying products and services in the decision-making process. In India, the family leader can make the decision the buying alone or together with his spouse. Advertisers should therefore analyse the influence and relative influence of husband, spouse and kids in the consumption of goods and services.

4.1.1. What is a Family?

A family consists of two or more people who live with one another in relation to blood , marriage and adoption. The nuclear family is the immediate community comprising dads, mothers and kids. The bigger family is the maternal family plus other family friends, including fathers, uncles and aunts, relatives and attorneys. The family in which you are born is called the family of sex, whereas the family of procreation is one formed through marriage. A more complex interpretation would be that people who make up a family are part of the most important social community who work together to meet their own specific and shared obligations and communicate with each other.

4.1.2. The Family Life Cycle

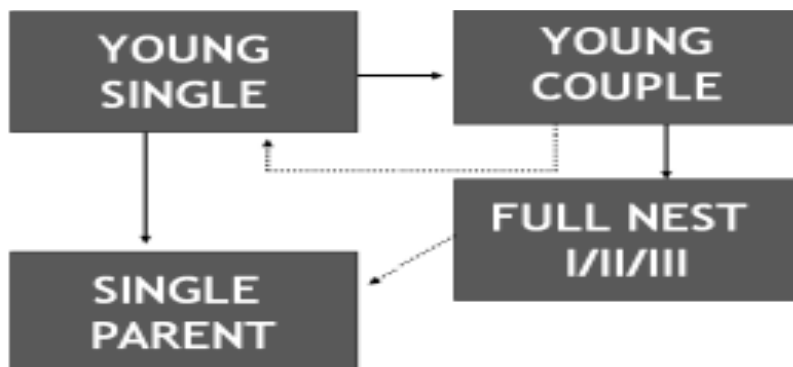
Individuals and families tend to go through a "life cycle." The simple life cycle goes from



A "couple" may be married or simply involve living together for the purposes of this discussion. The divorce is equivalent to a non-matrimonial relationship involving cohabitation.

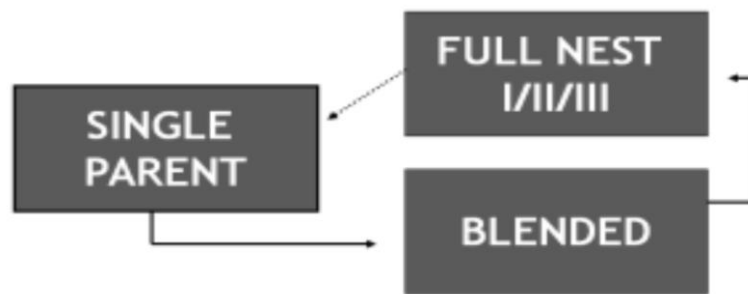
Of course, this is a little more complicated in real life. Many sets, for instance, are separated.

Then one of the scenarios is there:



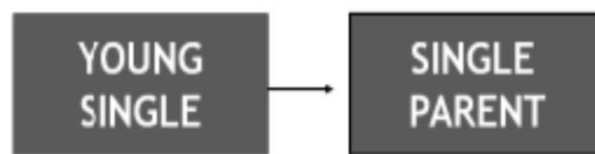
Single parenthood can be the consequence of a separation or the demise of one parent. Divorce typically requires a substantial shift in spousal relative income. In certain situations, the adult who is not in custody (usually his father) will not afford the child benefit because, even though it is happen, the adult in custody or the children as well as their union can not be left behind by this.

Separated parents often remarry or engage in many other non-marital relationship issues; we

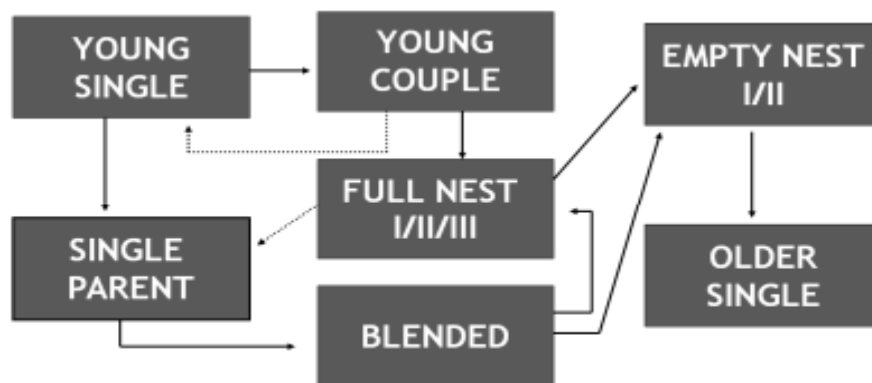


can therefore see

Another variation involves



Integrating all the possibilities discussed, we get the following depiction of the Family Life Cycle:



There are usually two key patterns in the Family Life Cycle, prone to major exclusions:

- When a person grows older, he or she continues to go ahead in his or her profession and appears to receive more money (special cases: maternity benefits, separation, pension).
- Sadly, commitments often appear to rise with time (at least before one debt has been compensated off). Children and accounting for one home are two of the main expenditures.

4.1.3. Family Decision Making

In choices, which essentially depend on similar family resources, specific family members also have various positions to perform. Any people are knowledge collectors / holders who

obtain details on related items. This people also have a great deal of influence and they may selectively pass on knowledge that benefits their preferred alternatives. The influencers do not inevitably have the power to make decisions among alternative solutions, but if their conditions are not fulfilled, they can openly discuss their requests for certain products or cause embarrassment. The decision-maker(s) shall have the authority to generate information like:

- Which brand to purchase;
- Weather to buy a product (i.e. pick-up or passenger car)
- What brand to purchase;
- how to buy it;
- when you need to buy.

Notice, nevertheless, that perhaps the position of the decision-maker is different from those of the consumer. From the viewpoint of the marketing company, this creates some problems, because the buyer could be aimed by point-of - purchase (POP) advertising strategies which cannot be directed at the decision-maker.

Notice also that the difference between the consumer and the decision-maker is somewhat distorted:

- The decision maker can decide what kind of product to purchase, but not which brand;
- The consumer will have to consider making a substitute if the preferred brand is not in stock;
- The customer can follow the directions (by accident or intentionally).

4.1.4. Family Roles

To operate as a coherent entity, duties or tasks-for example, to washing up, to prepare meals, to set up family dinner, to remove the waste, the dog has to be walked by one multiple relatives. The role of the family is rapidly developing in our diverse culture, etc.

4.1.5. Key Consumption Family Roles

The functions performed by the numerous members of the family can differ between items. A homemaker discovers a new collection of juice she shops for the household whilst shopping on the street. Her buying action does not explicitly impact the power of other members of the family. She's the customer, so she's not the only person or the provider. she's the consumer. The buying decision is expected to be a collective judgment or community agreement in the event of items such as Tvs, vehicles, audio equipment, appliances or any commodity expected to be consumed by any or more of the family members. In the family decision-making phase there are eight main positions. A study of these positions gives an overview into how members of the family play their respective customer functions:

4.1.5.1. Deciders: Family members with the right to purchase a good or service individually or collectively. A new appliance may be bought equally from both the man and the woman.

4.1.5.2. Preparers: Some individuals of the household who are converting or storing the substance as eaten. The housewife is permitted to cook her family meal with vegetables, lens, seasoning, oils as well as other supplies.

4.1.5.3. Influencers: Relatives that have information and guidance and control the buying process. The wife informs her household about the new food in the region. Her spouse and adolescent children are influenced by her favourable explanation.

4.1.5.4. Maintainers: friends and relatives who support or restore the commodity to guarantee ongoing fulfilment. Maintainers:

4.1.5.5. Deciders: Family members with the right to purchase a good or service individually or collectively. A new appliance may be bought equally from both the man and the woman.

4.1.5.6. Disposers: Family member(s) authorising or conducting the disposal or termination of a certain good or service.

4.1.5.7. Buyers: The representatives of the family who ultimately buy a given good or service. The one who directly collects all the meals, supplies, and hygiene products used by all members of a family will be a homemaker.

4.1.5.8. Users: Households who utilise or use a certain good or service. Both families will use the vehicle, watch TV and listen to the stereo system.

4.1.5.9. Gatekeepers: Families that monitor the distribution of product / service knowledge affecting the actions of other family members. The boy, who wants a race bike, will keep a great deal of valuable knowledge from his father for any model, except the one he prefers, affecting the decision of his father about his favourite company.

4.2. Family impacts on decision-making

How do men and women interpret their comparative impact on decision-making throughout decision-making? And for advertisers, what does that mean? Joint decisions on holiday, TV, fridge and living room furnishings tend to be made. The decisions concerning categories, including female jewellery, men's leisure garments, interior plaster and wall art and suitcases tend to involve individual decision making. When marketers understand that decisions for the purchase of certain goods are part of this "plan," they will decide the aspects of the specific product they advertise for various representatives of the family unit and which advertising can meet their power.

4.2.1. Impact through Decision

Partners practise varying forms if the decision-making process takes different stages. For certain items with low participation, but more specifically for goods that are dangerous or strongly involved in the family, this movement from knowledge quest to final judgement can be limited. Transformation is most common for fridges, family cars, wooden furnishings, carpets or tapestries. Holidays are by far the most liberal buying decisions of a family. Separate campaigns can coincide, particularly for products with long planning cycles, with special interests

4.2.2. Jobs effect

In the past, vendors may classify the family members are more likely to buy a given commodity in the conventional Rule System groups. While traditional purchasing roles do exist, husbands in double-income households may be ready to stop and grab any products at the grocery store, and working women may leave the family car at the service station to change gasoline. Today, that being said, couples do not tend to transfer traditional joint purchasing responsibilities to a single spouse, even so, they are prepared to purchase main items together.

4.2.3. Gender Effect

As the gender gap shrinks, choices between the husband and the wife become more coherent. Qualls also researched family choices on travel, transportation, schooling for children, jobs, benefits and savings. Previous findings have found that judgments on these items are typically identified as powerful woman or spouse. Qualls largely realised that mutual decisions on both items are now common, with 70% of education and residential decisions taken together. Rising women's capital and moving to equity yield further shared decisions in high-risk product and service categories.

4.2.4. Influences Group

Humans are social beings naturally and humans have tremendous impact over each other. The so-called reference group is a general methodology for analysing the effects of a group on individuals — the phrase derives because a person uses a group as a standard for comparing oneself against it. There are different forms of reference groups.

A reference category is a 'real or creative entity or community that has considerable significance to the perceptions , expectations and convictions of an individual' (Solomon, 1993, p. 364). A community may be abstract or real (Engel, Blackwell, & Miniard 2001).

- Ultimately, there are individuals who may not want to be in the dissociative comparison community. The shops called The Divide, for example, was established so many younger citizens became consciously involved in separating themselves from relatives and other older and "uncool" individuals. In the ads of Premium PaperBack Book Club, whose participants are clearly "a species different" from traditional readers.
- Associative associations include individuals that portray the existing equivalent or close equivalent in a more practical way — i.e. friends, acquaintances or representatives of communities , societies or organisations. The former anthropologist Paco Underhill has become a retail specialist and author of a book Why We Buy has researched that the clothing purchasing process is a two-stage process among many teenagers. In the first move, teens go with their peers on a "recognition" quest to figure out what's possible and what's "good." In the latter process, parents are taken with them — who have to compensate for shopping. Usually, this step is much shorter.

- The category of goals applies to the people to which you choose to measure. For one, many corporations choose celebrities as their spokespersons, which is what most people want.

4.2.5. Perception factors

So many concurrent influences affect our experience. The magnitude to which we find a stimulus means exposure. attention For starters, when travelling on the road, we are subjected to various promotional messages: posters, radio ads, car buffers and the billboards we drive through at shopping malls. Most of this is a spontaneous sample – we don't intend to search into it. However, we could purposefully search advertising and "try tuning in" if distributor commercials show up on the radio if we are purchasing for a vehicle.

4.2.6. Perceptual and cognitive Context. The response to truth is our experience. The sensations we are used to are important to our brain. For instance, this tends to work well when you "see" a buddy at his right height three hundred metres; even so, we occasionally feel "off" – for example, specific ice-cream bucket shapes look like they have more than rectangular cartons of the identical quantity.

Sensitivity is not adequate to affect the human dramatically — at least not based on a single evaluation (some marketing messages or adverse events including the "swoosh" emblem are not really mindful and repetitive). A great deal of attention is required in order to deliberately process stimuli. Publicity is indeed something of a degree – so if we follow directions for a reimbursement of taxation, our interest is perhaps quite high, but low when publicity is published on TV shows. Even so, it can be quickly amplified even though interest is low — for example, if a commercial is accessible for a commodity that we like. Interpretation means that the stimulation makes sense. We can categorise red as a coke, for instance, whenever we see a red can.

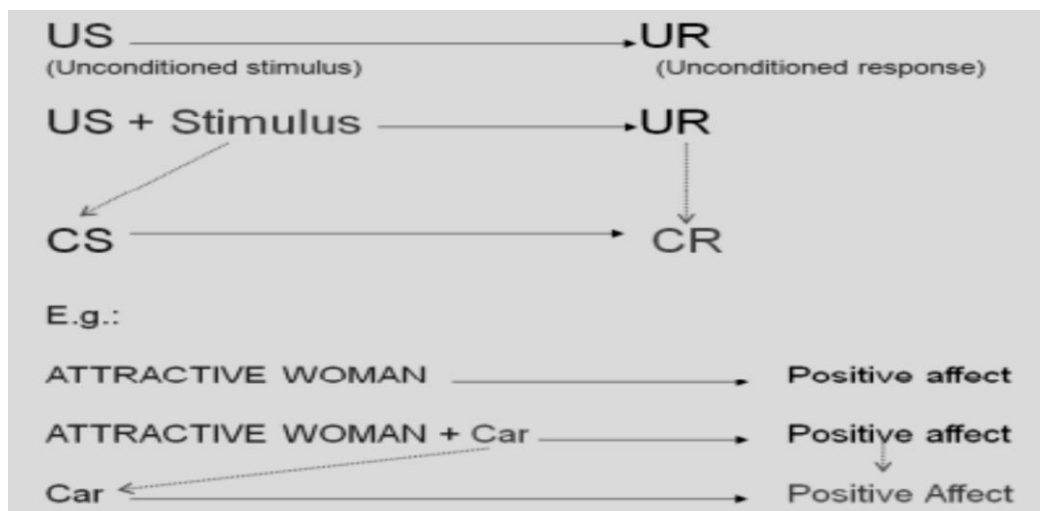
4.2.7. Learning and Memory

4.2.7.1. Classical Conditioning

Pavlov 's early experiments on dogs was regarded as classical training. Pavlov observed that they were salivating while dogs were served meat meal. Pavlov also found that the dogs can tend to swim until they were given a bell (this is successful because they would then tend to ingest the meat powder immediately). Pavlov then learns Pavlov could ring the bell while

eating the dogs and then salivate after the beef had "paired" with the beef powder several times.

The food syrup was an unvoiced stimulus (US) in the jargon of classical conditioning and the salivation was an unconditioned response (UR) preceded by the meat powder. That is, the reaction to salivate is biologically "hard-wired" when fed. The bell was a conditioned stimuli (CS) and the Salivation (without meat powder) was a conditioned reaction (CR) when the bell was combined with the unchanged stimuli. Even today's marketers still utilise conventional conditioning. Consider this sequence:



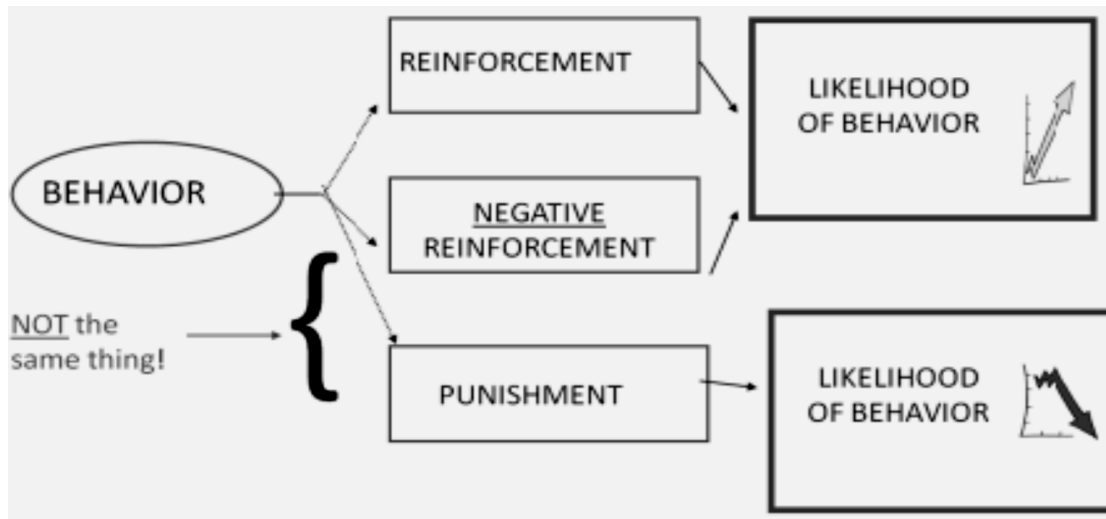
4.2.7.2. Operant Conditioning

Instrumental, or operant, conditioning, involves a different series of events, and this what we usually think of as learning. The general pattern is:



There have been three basic forms of practising learning. A reward system is done by an individual and compensated. He or she is quite able to reciprocate the behaviour. For eg, you eat a piece of candy (behaviour), it tastes nice (repercussion) so you're more inclined to

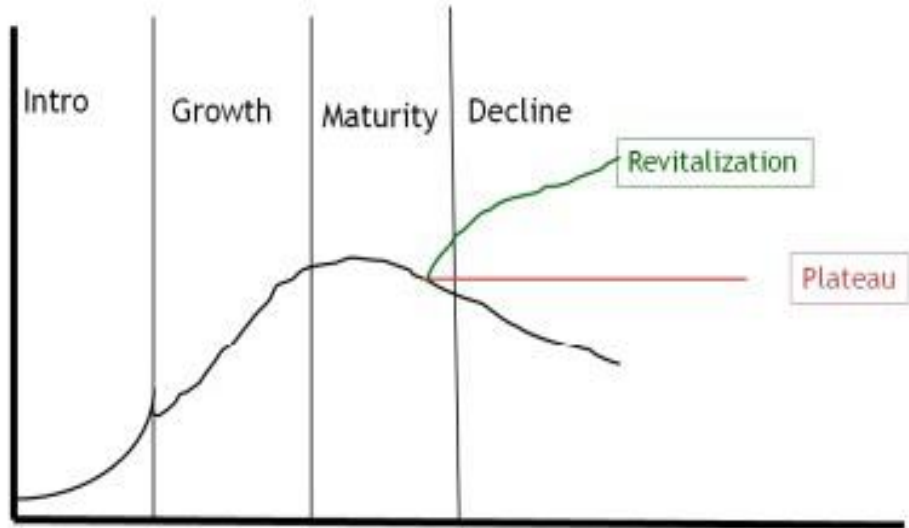
consume a related piece of candy in the potential (behavioural change).



Punishment is the reverse of it. You consume what seems like a slice of candy (comportment), only to find out that it's a bar of soap with a bad taste (repercussions), and so you're less inclined to consume something that seems even like that (changed behaviour) again. This should be mentioned that the constructive feedback is very dissimilar from the penalty. An indication of unpleasant feedback is an intrusive sales agent that calls yourself on the mobile, pushing you to purchase anything you don't want to do (inflammatory effect). Ultimately, you consent to purchase it (changed behaviour) and the sales agent will let you behind (the aversive reinforcement will be avoided as a consequence of the effects of your behaviour).

4.2.7.3. Diffusion of Innovation

Goods have a tendency to go via a product lifespan. Originally, a commodity was launched. As the commodity is not widely recognised and is typically costly (e.g. because convection ovens were introduced in the late 1960s), sales are generally minimal. Ultimately, even so, numerous goods target a stage of growth — increased sales substantially. More companies are entering the goods with their modelling techniques. Regrettably, the commodity also enters a point of development where no development can be expected.



4.3. GROUPS, SOCIAL CLASS & REFERENCE GROUPS

4.3.1. WHAT IS A GROUP?

A community can be described as two or more individuals which collaborate to achieve such objectives. Under the wide sense of this concept, there is also an casual "community" of two friends who engage unofficially in a runway show collectively or a broader, more organised group, such as a city.

4.3.2. CONSUMER-RELEVANT GROUPS

In order to further grasp the type of effect that particular classes have on people, we would investigate six common market-relevant categories: Families, Community Groups, Organized Social Categories, Shopping Groups, Customer Advocacy Groups and Job Groups.

4.3.2.1. Social environment

The social context is defined by external forces such as comparison points, society and social divisions. The social atmosphere can be defined as a gathering at which clothing is perceived to have significance and importance. External conditions, cultural groups and discrepancies combine to assess market decision-making patterns (Engel, Miniard & Blackwell, 2002).

Social atmosphere findings have been constrained in previous literature; nevertheless, this attribute is potentially substantially linked to purchasing activity (Engel, Miniard & Blackwell, 2001)

Sheth et al. (1992;162) described the social importance of the alternative as the following:

"The expected benefit gained by a substitute interaction with one or more particular social classes. An alternate obtains social value by affiliation with favourably or negatively socio-economic, traditional demographic , and cultural-ethnic categories. Societal value is calculated by the picture preference profile."

4.3.2.2. The Family

The family of a person is the most powerful community to affect his or her purchase choices. The role of the family in this respect is attributed to the level of interaction that the child has with other family members and because the family has a stronger impact on the development of a broad variety of beliefs, attitudes and actions.

4.3.2.3. Friendship Groups

Friendship communities are casual and they are typically unstructured and lack clear standards of authority. In spite of proportional control, it is mates that are more prone to affect the individual's buying decisions after the individual's relatives. The quest for and survival of friendships is the fundamental motivation of most citizens. A Friend address a broad diversity of requirements: they include comfort and security, comfort, and possibilities to explore topics that a person might be hesitant to share with members of his or her own families. Friendships are often a symbol of growth and freedom, and they reflect a separation from the home and the development of social links with the external world. Customers are most inclined to obtain knowledge from peers who believe like they have beliefs or experiences close to their own.

4.3.2.4. Work Groups

The overwhelming number of time individuals spend at work, sometimes more than thirty-five hours a week, offers enough opportunities for working groups to act as a significant impact on members' consuming habits.

4.3.2.5. Formal Social Groups

Unfortunately, structured social networks are more distant and work for the person in comparison to the relative anonymity of community groups. A individual enters an organised social group to accomplish clear objectives, such as having new friends, meeting "significant," or supporting a particular cause. Owing to the exclusion of such goods of representatives of an approved social community, certain classes are of concern to advertisers. For eg, it will be of benefit to local people, insurance brokers, car dealers, tax accountants to mention the members of a Men's club.

4.3.2.6. Social Participation

Social involvement was characterised as membership of the community, involvement in sports and other social events (Francis, 1993). The socially committed customer is one that places high on the leadership of perception and the quest for knowledge (Assael 1986).

4.3.2.7. Consumer Action Groups

The consumerist campaign has grown into a different type of individual organisation, a customer advocacy party. This form of customer category has been more evident since the 1960s and has been able to affect both producers and retailers' product design and selling practises. Consumer advocacy organisations may be categorised into two different categories: those formed in order to remedy and ultimately dismantle a single customer wrongdoing and those established in order to fix wider, more common issues and function over a lengthy or unspecified span. Examples of immediate, direct customer action groups are a group of renters who organise to dramatise their anger at the efficiency of their landlord's service or group of disgruntled neighbourhood activists uniting to prevent fast food entry into their middle class area.

4.3.2.8. Shopping Groups

A shopping club may be named 2 or more individuals who shop together for food, for clothes or just to spend the time. These communities also the members of families or networks of fellowship. People enjoy shopping with someone who are more comfortable or acquainted with a good or service they like. Shopping with others offers a social fun aspect for a sometimes tedious yet important mission. It also decreases the likelihood of socially incorrect buying choices.

4.3.2.9. Social Class

The social class is something like a spectrum, i.e. a set like social roles in which any individual of society will find a spot. Social scholars, though, have split this spectrum into a limited number of unique groups. Therefore, according to this definition, the social class is used to appoint people or groups to the social status group.

The social class can be described as 'the classification of the individuals in society into a plethora of different social status, such that the members of each class have essentially the same status and the representatives of all other groups have either more or less power.'

4.4. The core aspects of the socioeconomic hierarchy

4.4.1. The core aspects of the socioeconomic hierarchy

1. People within a specified social background appear to act more like themselves.

2. The social status is cumulative rather than measurable, with people choosing to pass through a different social status and then into a lower middle class.

3. The socioeconomic status is not calculated by a single data point but is assessed as a corresponding position of profession, wages, capital, schooling, rank, reputation, etc.

4.4.2. Aspects demonstrating gaps in the socioeconomic hierarchy

1. Law
2. Revenue
3. Occupation and success
4. Education and schooling

4.4.3. Element Accountable for Social Planning

S. No.	Status, Value & Prestige Enjoyed	Social Class	Elements Influencing Social Class
1	High	Higher Class	Authoritative people, earning a decent income, most frequently highly trained, employed in a very senior role or a person who was born into a wealthy family, with a strong history in academics.
2	Medium	Middle Class	Students who graduate or postgrads, professionals, administrators in businesses with power, earning a decent income in which a small sum will be retained and spent. Executives or middle-level administrators, for instance.
3	Low	Lower Class	Lower-level profession with little jurisdiction, reduced wages, and little schooling or basic schooling for instance – the middle class and the secretary.

4.4.3. Impact of Social Class

- Gives a feeling of direction;
- Enforces a set of 'normal' personality traits
- Groups exchange beliefs, traditions and practises traditions
- Marketing commitment to customers with different economic means
- Commercializing to low-income consumers
- Any advertisers, ambivalent as not regarded as long-term consumers, constitute a significant community.
- Focus with value-driven techniques

4.5. REFERENCE GROUPS

A comparative community is described as a 'real or imagined person or category built to have substantial significance to individual expectations, desires or beliefs' (Solomon, 1993, p. 355). A community can be abstract or real (Engel, Blackwell, Miniard & 2001).

This fundamental definition offers a helpful insight for considering the effect of others on the individual's market values, perceptions and actions. It also gives some insight into the approaches that may be employed by organisations to trigger positive improvements in customer behaviour.

Numerous scholars analysed comparison groups as an effect on purchasing actions (e.g. Shim & L. N. McKinney et al. Bickle, 1995, Huddleston, Ford & Bickle, 1992; Childers & Rao, 1991;).

4.5.1. What is a Reference Group?

A reference community is any entity or category that functions as a counterpart (or comparison) point for an participant in the development of either general or particular beliefs , behaviors or actions. The utility of this definition is strengthened by the reality that it does not impose limitations on community size or participation, nor does it compel customers to affiliate with a specific category (i.e. the community may be symbolic: wealthy business owners, pop singers, and sport stars).

4.5.2. Broadening the Reference Group Concept

As several other ideas derived from behavioural psychology, the definition of the comparison category has evolved through the years. When initially hired, reference groups were loosely specified to include only certain groups in whom an individual associated specifically (e.g. relatives and near friends). Even so, the term has increasingly been generalised to encompass both overt and indirect human or collective effects. Indirect comparison categories consist of people or organisations for whom an individual does not have direct face-to - face interaction, such as film stars, sporting celebrities, government figures, or TV personalities.

Comparisons that an individual can use to assess his or her own general or particular attitudes or actions differ from an entity to multiple family members to a wider society, from a voluntary organisation to a social class, an occupation, an ethnic group, a culture, or even a country.

4.6. TYPES OF REFERENCE GROUPS

Reference groups can be categorised in terms of participation or degree of engagement of a individual in a group, and in spite of the beneficial or detrimental effect they have on their beliefs , behaviors and behaviour. Four forms of comparison classes that arise from the cross-classification of these factors: contractual classes, idealistic categories, warning communities, and preventive groups.

4.6.1. A Disclaimant Community is a community where an individual retains member status but has face-to - face interaction, however opposes of the beliefs, words and behaviours of the community. Therefore, the individual appears to follow habits and perceptions that are counter to the social norm.

4.6.2. The Contractual Group is an organization where an individual retains participation or has daily face-to - face interaction and whose beliefs, behaviours and expectations he or she supports. Thus, the contractual party has a favourable effect on the perceptions or actions of the person.

4.6.3. The Avoidance Community is a collective in which an individual does not have a position and has no face-to - face interaction and disapproves of the beliefs, attitudes and actions of the party. Thus, 'the individual continues to follow attitudes and behaviours that are contrary to those of the community.

4.6.4. The Aspirational Group is a category in which an individual may not require a participation and may not require a face-to - face interaction, however wishes to be a participant. It thus acts as a good impact on the behavior or actions of that individual.

4.6.5. Related Categories and Regulatory Policy

Advertisers are especially invested in the potential of comparison groups to influence user expectations and actions (i.e. to foster conformity). In order to be eligible to have such an effect, the comparison community must

1. Legitimize the choice of the person to use the same goods as the party.
2. greatly affect the person to develop attitudes and behaviours that are compatible with the norms of the group;
3. Include an incentive for the person to equate his or her own thoughts with the attitudes and actions of the group;
4. Remind or inform the user of a particular brand or product;

4.6.6. Product and Brand Choice Reference Group Impact

In certain situations, and for certain items, comparison groups can affect both the individual products classification and the model (or type) preference. These goods are named product-plus, brand-plus pieces. In such instances, the comparison classes affect just the judgement on the commodity type. Such goods are labelled product-plus, brand-minus pieces. In other instances, the comparison groups affect the decision of the brand (or type). Similar products are also goods-minus, brand-Plus products. Eventually, in certain situations, comparison categories do not affect either the commodity category or the company decision; these goods are considered commodity-minus, model-minus objects. The concept of categorising goods and labels into four classes in terms of appropriateness of the comparison category of appeals was first proposed in the 1960s, along with the original grouping of a limited number of commercial types.

The capacity of comparison groups to manipulate market behaviour is shown by the findings of a traditional analysis intended to evaluate results.

4.7. LEADERSHIP OPINION

An topic of great significance to customers and advertisers alike-the indirect effect that others have on customer behaviour and complex mechanisms that have a bearing on consumer conduct is the essence and complexities of the effects that relatives, neighbours and colleagues have on our consumer-related decisions. This impact is sometimes referred to as word-of - mouth contact or opinion leading. We often take into consideration the characteristics and push of prominent leaders and powerful individuals, specifically, beneficiaries of views.

4.7.1. What is Opinion Leadership?

Leadership style is the mechanism by which an individual (leading opinion), who may have been opinion respondents or simply personal view receivers, informally affects the behaviour of others or behaviours. The concept of leadership in perception reflects informal impact. This unofficial stream of opinions is known as word-of - mouth contact among two or more individuals.

An individual is the leader of opinion and may be a recipient of opinion. People who deliberately pursue quality guidance and knowledge are also alluded to as advice hunters.

Table shows Motivation of Opinion Leaders and Opinion Receivers

Opinion Receivers	Opinion Leaders
<ul style="list-style-type: none"> • A the probability of a decision to buy • Minimize time to do research • Discover how a commodity should be utilised or used 	<p>Self-Improvement Motivations</p> <ul style="list-style-type: none"> • Assert superiority and expertise • Gain attention or status • Feel like an adventurer • Reduce Post purchase uncertainty or dissonance <p>Experience the power of converting others</p>
<ul style="list-style-type: none"> • Find out what different items are on the market 	<p>Product involvement Motivations</p> <ul style="list-style-type: none"> • Express satisfaction or dissatisfaction with a product or service
<ul style="list-style-type: none"> • Buy goods and services with others' 	<p>Motivation for social participation</p>

permission to guarantee acceptance.	Discuss goods and facilities that could be helpful for some, communicate community and fellowship.
	<p>Message Involvement Motivations</p> <p>Express one's reaction to a stimulating advertisement by telling others about it.</p>

4.7.2. Characteristics of Opinion Leaders

1. Opinion leaders have been more accessible to the media , particularly in their field of leadership.
2. Viewpoint holders have specific characteristics of a single asset, such as personality traits, socio-economic standing and quantitative figures.
3. Influencers are known to be highly credible sources for product-related expertise. Opinion leaders are people and are considered to be trustworthy. They often express their views on the basis of first-hand experience.
4. Opinion leaders are personable people, and they also have a great deal of knowledge: their history as retailers and consumers distinguishes them from others. When a major portion of their advice relies on first-hand experience, buyers of opinion have a lot more confidence in their advice. In fact, because of their jovial nature , people want to interact with everyone.
5. Influencers usually provide factual data , i.e. they provide both good and negative details to opinion-seekers: this gives them credibility, since opinion-seekers believe like they have reliable evidence.
6. Opinion leaders are also a source of perspective and advice.
7. Opinion creators aspire to be consumers' visionaries.

4.7.3. Consumer Motives

The customer has a justification to buy a certain commodity. Motive is a deep thought, impulse, inclination, intention or intention that helps the consumer decide to buy. Purchasing motives are therefore classified as ' the forces or factors which give rise to the purchasing, behavior or selection in the purchasing of items and/or services. These motivations are usually determined by financial, social , psychological and other factors.

4.7.3.1. Motives which Influence Purchase Decision

The buying motives may be classified into two:

1. Product Motives
2. Patronage Motives

4.7.3.2. Nature of Motive Purchase Decision

Love and affection	:	Buying gift items
Desire for Money	:	Buying when price falls down
Pride	:	Buying premium products
Vanity	:	Getting costly Items, to be admired by others
Fear	:	Buying Insurance policy
Health	:	Buying health foods .membership in health clubs
Fashion	:	Rural people imitate urban
Possession	:	Buying antiques
Comfort	:	Buying micro-oven, washing machine, mixy

4.7.3.2.1. Product Motives

The reasons for goods can be described as the incentive for the consumer to purchase a commodity. They can also be graded on the basis of the quality of the satisfaction:

- (a) Rational Product Motives
- b) Explanations for emotional substance

a. Reasonable Product Motivations are characterised as those emotions that occur on the basis of rational reasoning and proper assessment. The consumer makes a reasonable decision

on the basis of a master assessment of the intent, the alternatives available, the cost advantage and other relevant reasons.

b. Emotional Advertising Motivations are the desires that influence buyers on the basis of their feelings. The seller should not seek to justify or objectively evaluate the reason for buying. He allows a transaction to fulfil vanity, a sense of self, an impulse to impress others, and a willingness to be special.

4.7.3.2.2. Patronage Motives

Motives for patronage may be described as factors or desires that induce the customer to support certain shops. The endorsement of commodity motivations may often be morally and rationally put together.

a. Logical Patronage motives. The explanation why a position is chosen is focused in relation to the customer happiness with the broad variety of products, successful after-sales support, etc. Awareness of customers' buying preferences is helpful in forecasting industry patterns and in formulating successful communication plans for marketers.

b. Emotional patronage Motivates those who encourage a buyer to purchase from individual shops without a valid excuse. He can shop in his favorite spot subjectively.

4.7.3.2.3. Pertinence to Decision Making

Consumer conduct, when certain judgments have a major impact on their attitudes and planned acts, is considered to be an applicable methodology. Micro and sociological perspectives are the two viewpoints which aim to apply their expertise.

The micro opportunities provide customer awareness to assist a business or agency in achieving its goals. The staff employed in this area are seeking to learn customers so that they can function more efficiently. Whereas the individual or macro view extends market awareness to the general amount of consumption or culture as a whole. Consumer behaviour affects the level and standard of life greatly.

4.8. CONSUMER DECISION RULES

In general, they are referred to as IT strategies. These protocols allow customers to analyse different choices by presenting guidance and reduce the possibility of making difficult decisions. The laws of judgement is primarily divided into two parts:

4.8.1. Law of conjuncture

The user sets a separate, minimum-acceptable amount as a cut-off point for each attribute by way of conjunctive judgement. For further thought, the alternative is withdrawn if a particular brand or model sinks below the cut-off point of an attribute.

4.8.2. Codes of non-constitutional judgement

Non-compensatory regulations do not authorise customers, as opposed to the latter regulation, to compare a brand 's good appraisal with a poor appraisal of any other feature. The non-compensatory laws are of trois kinds.

4.8.3. Compensatory Decision Rules

Consumers determine each feature of the company or model and measure a weighted score for each item. The estimated valuation represents the perceived worth of the company as a future purchasing option. It is believed that customers would pick the highest mark from alternate labels. The peculiar characteristic of this law is that it incorporates the optimistic appraisal of a company on one factor to offset a negative opinion on another dimension. For example, the positive features such as high fuel consumption are balanced against the negative appraisal of high service costs.

4.8.4. Law of the lexicographer

In this rule the user first classifies the attributes as important or meaningful. He consequently contrasts the multiple alternatives as regards the single most significant feature. Regardless of the score on every other attribute in this top ranking substitute, when one choice is high enough, it is chosen and the phase stops.

4.8.5. Disjunctive Rule

It's the 'mirror picture' of the conjunctive law. Thus, the user sets a different, moderately appropriate cut-off threshold for each characteristic. In this scenario, whether the alternative matches or reaches the cut off, it shall be approved for any one attribute.

4.9. STAGES OF THE PURCHASE DECISION

The mechanism of customer preference is varied and dynamic. No comprehensive work is needed for all buying decisions. With a constancy of actions between high and low stages, three basic stages of customer decision-making can be differentiated:

3. Routine Problem Solving (RPS)

1 Extensive Problem Solving (EPS)

2. Limited Problem Solving (LPS)

4.9.1. Routine Problem Solving (RPS)

If customers have already bought a product or company, the option of the product needs little to no details. Consumers take part in daily and digital shopping.

4.9.2. Extensive Problem Solving (EPS)

When buyers purchase a new product or an old one, it typically takes significant detail and a long period to select from. The current product category definition must be defined and the standards utilised for determining the product or company must be created.

4.9.3. Limited Problem Solving (LPS)

Often buyers know both the product category and different products in the segment, but brand tastes do not completely become known. They are looking for more details to differentiate between different products.

Chapter - 5

Chapter – 5

Outlook of the Chapter

- Rural Marketing Prospective
- Rural Consumerism
- Consumer Preferences and Taste
- Rural Product Promotion
- Distribution Channels in Rural Marketing
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5. Rural Marketing Prospective

Introduction

"Experts in Rural Markets: Through touchpoints to trust points – taking over the "rural consumers" ,"consumers in India," as per the Third Annual Edition of "Accenture Report," rural consumers are especially interested in or aspire to buy advertised and high quality goods. As a result, companies in India are positive regarding the development of rural consumer markets in India, which is projected to be higher than urban consumer markets. The study emphasizes improved networking between rural customers and their propensity to pursue knowledge proactively across a variety of channels in order to be well educated when making buying decisions. Pertinently, the broader penetration of media and telecommunications networks has delivered knowledge to rural customers in India and has an effect on their buying decisions. In line with the general pattern, rural customers are heading towards a wider notion of value offered by goods and services, including facets of price coupled with quality, attractiveness and usability, and not just cheap costs.

India is made up of around 750,000 villages. Such villages are home to about 950 million customers, accounting for around 60 per cent of the community and producing almost majority of the nation's Gross Domestic Product (GDP). The trends of production in such remote regions are steadily shifting to better match the trends of production in metropolitan centers. Any of India's biggest business firms represent one third of agricultural India 's customers. Due to the beneficial evolving pattern in demand and also the positive reinforcement of the sector, rural India offers a broad and lucrative opportunity to invest for private corporations.

Rural marketing will be on heavy need of it when a variety of businesses are now looking to penetrate rural areas owing to the range of causes and one of them is competition in urban areas.

Although regardless of a conservative culture , private marketing activities have been a difficult position to perform. The word - of - mouth is an essential messaging provider for rural communities. Infection of community figures is the most important aspect of the regional marketing policy. Indian developed enterprises get the benefits that MNC does not benefit in this respect. Powerful major companies get a large following, building a customer demand-driven, powerful and loyal distributor network that has been built over time. The

agricultural company is dominated by massive country stores, which have an effect on the selling of different goods on the rural sector. Organizations are choosing to drive demand in rural regions. They explain the reality that poor communities are already in a stronger place of expendable cash. The low availability of financing has also increased the willingness of the rural citizens to buy luxury goods. Marketers can consider the consumer's price vulnerability in rural areas. This paper is also an effort to explain the prospects, problems and solutions of the rural industry.

Now the time has arrived for Indian Advertisers to have the general assumption on rural marketing.

- The metropolitan goods & their promotion may be placed into service in rural areas with minimum modifications. In the other side,
- Rural marketing is a new phenomenon that thus involves a variety of other specialized that trained practitioners who might be removed from urban marketing.

5.1. Some Actual Aspects for Indian Marketers

In India, more than 55%-60% of the land in rural areas is protected. This may be a huge resource for Indian businesses. While all realize, rural consumers have become particularly relevant, as the general development of the economy has culminated in a massive spike in the buying capacity of rural populations.

Thanks to the green movement, rural areas are absorbing a significant quantity of agricultural and commercial goods. A new marketing approach, called rural marketing, has arisen in this sense. Although rural promotion must not be mistaken with agricultural production – since agricultural marketing applies to the sale of rural products and services to urban customers or to industrial customers, whereas rural sale includes the distribution of produced or refined products or services to rural suppliers or buyers.

1.19.1. Market Size

The per capita GDP of India in rural areas has risen at a CAGR of 6.2% since 2000. Rural and semi urban India is anticipated to reach US\$ 20 billion in 2018 and US\$ 100 billion in 2025 in the Rapid Movement Consumable Goods (FMCG) market.

5.1.2. Rural Marketing Potential in India

Even though we all agree that the core of India resides in its villages and that the Indian rural sector, with its large scale and demand level, gives marketers tremendous possibilities, we prefer to believe that the purse doesn't really remain with them.

Production and marketing entails targeting more than 800 million future customers and more than 60% of Indian middle income. Not unexpectedly, rural economies have become a critical driver of success for most businesses. For a range of PMCG companies in the world, more than half of their annual revenues come from the rural sector.

Today, radio and television have served important roles in rural India among the different forms of interaction. The presence of satellite television in the South is very strong. Thanks to globalisation , economic liberalisation, the IT transition, women's influence and developing technology, moderate and rural India now has more expendable cash than indian population.

In comparison to rural ads, rural marketing is taken on new heights. Rural marketing threatens the supply of goods or services in India's 6 17,000 villages distributed across 3.3 million square kilometres. Marketers seek to identify more than 600 million rural Indians and find them impossible to reach.

The growth of the regional population is one that businesses can not afford to neglect, especially as the amount of single liners in non-metro areas has risen by 10% over the last decade. Therefore, gazing at the obstacles and prospects that rural markets present to marketers, it can be concluded that the future is very bright for those who can grasp the complexities of rural markets and exploit them to their greatest ability.

Marketing strategy is rising exponentially at about 20% a year and businesses invest Rs. 608 crore a year on the marketing money.

5.1.3. Nature and Importance

Rural economies have been important in the 21st century. The Green Movement and the White Movement along with the exponential development of the Indian economy also culminated in a large rise in the buying power of rural populations. Rural marketing denotes the effect on urban buyers of products and services from rural suppliers at fair rates, and on farm inputs and manufactured goods from urban to rural.

It is of utmost relevance in the Indian marketing setting, as the rural and urban markets in India are really varied in nature that urban marketing campaigns can not be effectively applied to the rural sector as opposed to the urban Indian market. Furthermore, the desires and expectations of rural citizens vary considerably from those of the urban community.

Buying choices are heavily affected by the culture and conviction of the traditional consumer in rural areas. As far as buying power is concerned, metropolitan economies are divided by wage classes, but household incomes are massively underrated in rural areas.

Farm workers and rural craftsmen are compensated in cash but also in substance, and their buying power is skewed. Consequently, for their purpose, the marketer would strive to consider the rural customer better than most campaign strategy.

In India, domestic consumers have unexploited capacity. here are many challenges posed by attempts to truly exploit rural markets. The idea of rural markets in India is still developing, and the sector faces a variety of difficulties. Allocation prices and the unavailability of product production are major challenges addressed by advertisers.

Most popular products have demonstrated a large degree of disappointment in rural regions while advertisers are seeking to expand the campaign campaigns they use in urban regions. The particular trend of use, preferences and desires of rural customers must be studied at the level of market development in order to address the needs of rural citizens.

5.1.4. Key Problematic Areas of Rural Marketing

Rural economies, as part of the sector, have an unchanged view. There are a variety of issues awaiting attempts to truly develop rural markets. The idea of rural markets in India is still evolving, and there are a range of challenges to the sector. Circulatory prices and the unavailability of distribution stores are significant challenges confronted by advertisers. The popularity of the company in the Indian rural sector is as volatile natural factors as fog, rain, wind, etc. A number of labels that could have been good, but they can't be unhappy. This is because several businesses are seeking to expand the campaign campaigns they have in metropolitan regions to regional markets. The particular habits of use, preferences and desires of rural customers must be studied at the level of product development in order to address the needs of rural citizens.

Advertisers also need to analyze the cultural complexities and the difference of behaviours within each community, as it follows a common trend at national level. The key challenges in rural marketing are:-

Ability to understand the thought of rural customers

- Insufficient infrastructure
- Logistics:
- Managing the Channel
- Advertising campaign

Characteristics in rural areas vary from other forms of business, and rural marketing tactics are often substantially distinct from marketing strategies for metropolitan or commercial customers.

Besides these, several other obstacles to rural advertising are as below.

5.1.4.1. Lack of control in physical interaction services

Almost 50 per cent of the villages and towns do not yet have the weather routes, direct access to the rural areas is very costly. Particularly within the 4 months of the rainy season, these communities get to be absolutely difficult to access.

5.1.4.2. Under Developing Communities and poorly developed Economies

The effect of farming methods is not widely felt in the world. , The districts of Punjab, Haryana and the Western U.P., where rural consumers are quite close to their urban counterparts; but there are vast areas and a huge number of people that have benefited from the digital age. In the other side, small-scale producers are also reluctant to take advantage of new technology.

5.1.4.3. Most Rural Marketing Issues are Normal Calamities

Drought or investigated drought, epidemics, poor farming practices, lack of printer storage facilities, distribution issues and lack of business knowledge, such as a large pile of middlemen among trader and dealer and manufacturer and distributors.

There are indeed challenges in expanding outreach campaigns to rural villages with a populace of 300-500. Vast ethnic complexity, a diverse variety of rural backgrounds, weak housing, low wage levels and low levels of literacy aim to limit the involvement of multinational corporations in rural markets.

5.1.4.4. There are several cultures and languages

The range of languages and cultures ranges from state to state and from country to area. This form of population structure requires effective policies to assess the level of penetration in the rural area.

5.1.4.5. Insufficient representation in local media-Communication

A substantial number of rural households' own radio and television sets, as well as neighborhood radio and television sets. This are often used to disseminate farming technologies to rural areas. Even so, there is a shortage of advertising for ads.

5.1.5. Strategies for Rural Marketing

5.1.5.1. Circulation Strategy For Their Products / Services

Number of delivery mechanisms another example of utilising a supply mechanism for a business that can serve two objectives is that it may carry the items to consumers in any corner of the country, which helps the company to create immediate connexions to make it simpler to facilitate its sales. Even so, this route will only be implemented by businesses with outstanding facilities. Companies with comparatively less capital may be sold together if a bond is formed amongst non-companying marketers for distribution purposes. Annual fairs that are common and have a fantastic sales network should be arranged and there are many retail tourists to attend.

An record 9,000 such festivals are conducted in rural areas annually as per the Indian Market Research Bureau. The countryside markets are able to set up certain days in one week as a purchasing day, recognized as "Haat," in which the transactions of products and services which take place.

5.1.5.2. Advertising Strategy

Advertisers ought to be very cautious when selecting the contact channels to be used. Just fewer than 18 percent of rural citizens have habits of buying and reading the newspaper, and the only way to relay a clear message to rural people is by means of audio (specifically) and visual materials. For their unique advertising marketing programmes, the conventional media formats such as folkloric dancing, puppet shows etc., which farm customers are familiar and relaxed with. Radio is still an immensely common knowledge and entertaining outlet, meaning the advertising on radio may be a successful medium for advertisers too.

5.1.5.3. Road Ahead

Consumers in rural areas can also take online transactions over time and digitally push demand, as is the case with urban India. In the rural regions simple communications networks have been well-deployed and computer systems and mobile phones are becoming more and more common. The usage of these technologies is regarded as main outlets for enterprises

who want to join and settle in the rural area. For an organisation who needs to conquer regional obstacles and extend its scope, the online world is becoming cost efficient.

Market researcher like Nielsen predicts to hit 100 billion dollars by 2026 from India's rural FMCG sector. Other eg- McKinsey Global Institute study estimates that annual economic output for each family will increase from 2.6 % in the last twenty years to 3.4 % in 2025 in rural India.

5.1.5.4. Recent Developments

This follows a number of Indian rural sector 's biggest investments and innovations.

- Bharti Airtel is claimant for a transaction system permit and is participating as a prospective respondent in the Kotak Mahindra Bank venture in an attempt to exploit considerable revenue prospects from a financial inclusion project of the Reserve Bank of India. Payment channels are intended to fan into rural and remote areas of this country with restricted yet necessary facilities such as movement of capital, lending and the accumulation of deposits. Although banks have the expertise, telecommunications companies are networked and are perfect.
- The Ministry of Rural Development expects its yearly 47,812 kilometres of rural roads to hit its final stage of 67.43 percent (32,953 km) by 31 December 2018 under Pradhan Mantri Gram Sadak Yojana (PMGSY). This is expected to be completed by 27 February 2018.
- The rate of unemployment reduced to 4.7% in January 2017 in comparison with 9.4% in April 2016, owing to a growing emphasis on rural jobs by the Government and the Mahatma Gandhi National Rural Employment Guarantee (MGNREGA) programme.
- Around 200 000 point-of - sale (PoS) devices are to be distributed in 100 000 villages, by the National Bank for Agriculture and Rural Development (NABARD), with cards being distributed to more than 35 million farmers all over India in order to facilitate farm owners to conduct cash free purchases.
- In order to enable the business develop fast, Magma Fincorp, a non-banking financing firm headquartered in Kolkata (NBFC), aims to extend its operational activities in south India , primarily concentrating on rural and semi-urban regions.

5.1.5.5. Selling Strategy

Firstly, advertisers should consider and then behave appropriately, the desires and the mental state of rural customers. Rural branding requires more systematic professional promotional strategies than urban promotions. Companies must withdraw from producing products for metropolitan markets and then drive them towards rural communities. In order to reach the rural market successfully, a company must align it with the same stuff that rural citizens do. It can be achieved by leveraging the numerous rural folk media to enter them in their own dialect and in broad quantities, so that if the company can be identified with a multitude of ceremonies, festivals, festive-fairs and other events wherever people interact.

5.1.5.6. Government Initiatives

- In order to ensure and develop infrastructure in rural areas, the Government of India initiated different policies that could increase the flow of commodities, services and boost income capacity in rural areas, thus growing their use.
- In order for Rs 81.695 crores (US\$ 12,7 billion) to be expended on construction for the duration from 2016-2017 to 2018-2019, the Government of India accepted a vision to build 10 million homes for the local population.
- In accordance with UN sustainable development goals, the Government of India is targeting for drinking water to be routinely delivered to all households by 2030 and needs funding of Rs 24,000 (USD 3.57 billion) per year before the goal is achieved.
- In the Union Budget 2017-2018, the Government has initiated a host of changes to boost rural markets. Four of the most critical policy points are:
- In the industrial, agriculture and associated sectors, RS 186,223 crore (US\$ 28.08 billions) has been distributed.
- The budget of Rs 16,000 crore (US\$ 2,35 billion) for Pradhan Mantri Aawas Yojana-Gramin was estimated at rs 23,000 crore (US\$ 3,45 billion) during 2017-2018 with the goal of completing 11 million homes for the homeless around the year 2019.
- In 2011–2014, roads were constructed at a speed of 133 km a day compared to average 74 km per day within Pradhan Mantri Gram Sadask Yojana (PMGSY).

- In the year 2017–2018, Rs 49,000 crores (US\$ 7.2 billion) have been distributed to the Mahatma Gandhi National Rural Job Guarantee (MGNREGA), which is really the largest sum ever distributed.
- With its exciting development Virtual Village to provide Internet access for large-scale usage as well as to deliver facilities such as healthcare and school in far-reaching regions, the India Government aims at building WIFI hotspots at far more than 1,000 gram panchayats throughout India.
- The Government of India claimed in the Union Budget of 2017-2018 that by 1 July 2018, the 100% infrastructure investment of the village will take effect.
- In order to provide the funding for a state's rural jobs, build-up rural infrastructure, economic ization, and farm insurance, the Government of India has sought the permission of the parliament for an extra expenditure Rs 59,868,29 crore (8,9 billion US\$).

5.2. Rural Consumerism

In specific, rural customers are looking at the value that the commodity provides. They match value with the advantages that the commodity provides, its accessibility and its quality. While thinking about advantages, they glance at the characteristics of the product and also the advertising and the quality, the affordability, whether or not the goods are accessible at Retail Shops and Haats, the cost, whether or not the commodity is fairly priced.

In the early years , the emphasis had been on the easily available excellently-developed urban area. Widespread availability of products and heavy rivalry quickly culminated in the complete exhaustion of the consumer industry. This pushed businesses to shift into greener pastures, which are emerging opportunities. All attention switched to the world's most exciting future market of 752 million rural customers who have yet to experience the fruit of liberalism. A vow that appeared able to be accomplished owing to the boom of purchasing power in the rural market.

5.2.1. Profile of Rural Consumers

5.2.1.1. The standard of literacy:

According to the census 2001, all of India's literacy rate have increased to 66 % of the total inhabitants. Approximately 50% of the rural communities is educated. It has led to the rise in appetite for remote regions. Consequently, connectivity in rural areas doesn't really face any big problems for advertisers.

5.2.1.2. Scale and position of rural populations:

More than 70% of Indians continue to exist in rural areas, as per the 2001 census. The rural demographic is growing at a higher pace and is spread in more than 7 lakh districts. The rural community is widely dispersed, but offers a tremendous potential and threat to the advertisers. The metropolitan populace is heavily clustered, although just over 11% of the villages have a maximum of more than 5,000 and around 56 % of the villages have a density of 500 or fewer.

5.2.1.3. Distribution of the age of remote customers:

The demographic breakdown of people in rural areas is as shown: 9% of the population is in the age category of over 60 years. 62 % of the population is in the age range of 15 - 60 years, and 33% of the demographic is in the age category of up to 15 years, The bulk of the populace is also youngsters with whom buying power rests.

5.2.1.4. Land Usage Model:

The history of farm land use shows an unhealthy reliance on food crops. Currently 70% of the agricultural land is being used for crop production and just 30% is being used for industrial crops.

5.2.1.5. Distribution of Land

In rural regions, the allocation of property is unequal and the allocation of profits is often unequal. Higher family income classes are lower than higher income categories. Subdivision and degradation of land ownership is a big issue whereby peasants are unwilling to profit from economy of scale.

5.3. Rural Consumer Taste & Preferences

Introduction

With far more than six million villages and much more than 70% of the workforce, rural India is becoming a big capital goods sector. FMCG recently developed as just a significant segment of goods for rural use. FMCG advertising companies targeting rural customers can not actually apply their general marketing campaigns targeting rural markets. Alternatively, rural unique methods need to be formulated. In this phase, main concerns related to rural customer behaviour and, more precisely, to the various geographical regions of the nation need to be addressed.

The rural Indian sector has a large customer base and gives marketers enormous potential. Two-thirds of Indian customers reside in rural areas, with nearly half of their national revenues generated. From the point of view of rural marketing, the division of Ghaziabad is a perfect district since it is quite close to the heart of the state.

The villagers embraced the typical form of farming as a corporation, but they also embraced modern life. Other than foodstuffs, they are involved in purchasing organic things. This shift in the mindset of rural customers is penetrating the countryside. The expansion of the rural sector is essential for the growth of the development of the Indian economy. Rural consumers have proven to be very interesting to businesses and the scale of the sector is growing year on year. The increasing consumption / purchase capacity of rural customers and the better delivery of profits also raised rural consumption for a variety of goods. With a demographic of more than a billion people, India has captured the attention of global companies across the globe as a chance to discover new territories.

5.3.1. Lifestyle of the Rural Consumer

The traditional picture of a rural customer is one that has minimal academic history, is subjected to minimal goods and labels, prefers price above reliability, and is driven by word-of-mouth contact. The opinion is also that the regional customer is no different from his urban equivalent. Changing habits of consumption represent the shifting lifestyles of local masses.

The behavior of local masses is affected by the following:

- Increased revenue and wealth sharing.
- Advertisers' attempts to reach out to and persuade future customers.
- The condition in which the customer requires the commodity.

5.2.2. Changing Behavior Of Rural Customer

- Influence by Demonstration
- Improved standard of living
- Fresh Products & Brand Awareness Demand
- No Desire to Save
- Retailers' Role
- Brand Perception
- Strategies for pricing
- Strategies for delivery

5.3.3. Attitude of the Wholesalers and Dealers Towards Rural Consumers

I therefore sought to understand the viewpoint of distributors in relation to rural customers and markets on the premise of interviews with suppliers and registered dealers through field study. I have attempted to include all of this knowledge in this segment.

It is really challenging for any of them to specifically supply or render accessible their goods in remote regions. The key cause for that was the sheer immensity and unequal distribution of the local population. In remote areas, citizens reside in very small towns even at a considerable distance, and also in such communities, the market for these goods is low, yet the expense of fulfilling these requirements is far higher than the benefit. The suppliers, however, experience losses instead of gains.

Initially, the requirement for durable products are very poor in remote regions and seasonal, which is also usually needed on formal occasions or festivities or weddings. And as a consequence, production falls down naturally until these times are finished. Which is why, in order to satisfy the requirement of these rural regions, suppliers would not like to develop a sustainable delivery system since the costs involved in this method are far greater. In view of the logistics infrastructure, vendors are offered some rewards or concessions to allow them to market their goods in remote regions. As a consequence, their commodity is met or consumed by rural citizens on the basis of their requirement through higher cost of production, and suppliers do not have to make any effort to do so.

5.3.4. Rural Consumers' Attitude Towards Durables

In this study, rural customers play an important role. I have included in this report, obtained from the questionnaire survey previously planned, all the knowledge obtained during the field survey and interviews conducted. I questioned approximately 200 rural customers using a Durable Goods questionnaire and the knowledge they obtained is summarised here. Sustainable items include tvs, video recorders, televisions, refrigerators , washing machines, cooling rooms and heaters, watches for clocks and hand, BI-cycles, motorcycles.

The market for these goods is increasingly increasing every day compared to local masses. Although the market for other goods close to these generic name brands is still very strong since the costs in contrast with the regular branded products of those items are very poor. Therefore, consumers are more drawn to these goods, since often the quality gap ranges from 20 to 30%, implying that they are much better than the initial advertised items.

These goods are manufactured on the rural market and can typically be sold in village shops. Aside from counterfeit goods, labelled and non-branded items that are also very common locally are made. In rural communities, these goods are often demanded to support these farmers. Not only are these goods identical in their terms, but they are often identical in their roles and specifications, thus very difficult to distinguish. The plurality of rural customers think that the market for these goods will be increased if the distribution of initial items is rendered accurately and the costs and quality of these goods can be obtained in relation to local masses. The diverse essence of the retail economy tends to be the explanation for this broad variety of goods offered in rural areas. This diversity is ensured by large income gaps and consequent living styles. There is also justification sufficient to consider about goods developed or updated especially for the rural sector for producers and marketing managers.

5.3.5. Consumer Durable Products

Screens, Bench, Fans, Motorcycles/cars, Inverters and batteries, Cassette/Recorder/VCD/VCR/DVD screen, Mixers/ Grinders/Sewing machines, E-irons, heaters, Coolers and laptop/Tv, Cell Phones Washing machines, and other Homes' devices, , Remote and wrist watches and water heaters, Room heaters. Water Coolers and Space Heaters and Radios and transistors.

5.3.6. Attitude of Retail Shop Keepers Towards Rural Consumers:

For vendors, I say, which acts as a hub for all villagers in that specific region and from which a significant number of rural consumers purchase sustainable goods. I have selected some shopkeepers in this study, and all the knowledge they provide was provided here.

Retailers' first and greatest desire is to bring better money. Furthermore, they just market certain goods that earn them the most benefit. To this purpose, they market the goods of such companies for a greater proportion of benefit. They may not pay any care to the consistency of the goods. And that's why people have the slightest impact in getting the products of such firms where the profit margin is poor.

In communities outside the control of the delivery chain, shop-keepers make their own purchase agreements. Retail outlet-keepers may buy their products from distributors or registered suppliers who are usually based in neighbouring cities or towns. As a consequence, the expense to these suppliers is raised by 10 % to 15% of the total cost of merchandise, so they have to expend some capital on shipping, etc. Owing to travel and other costs, their earnings would naturally decline in accordance with the shipping costs, etc. These stores are also more involved in offering the goods of local companies than the goods of the national company.

5.4. Rural Product Promotion

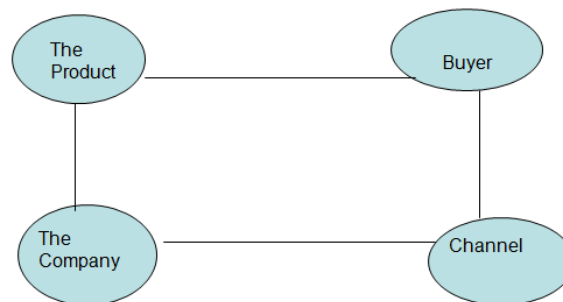
Introduction

There is a drastic shift in growth. People in the village who always used to crack open peanuts caramels, consume nuts and toss away shells now are seeking brownie bites that would melt in their mouth, not in their paws. Carbohydrated dental teeth are an uncommon sight; this refers to branches of *niim (neem)* and *babul (babool)* species. Colgate and other foreign toothpaste brand are now more appealing to the ultra-bright shine than conventional cleansing teeth. And the native phrases of brushing teeth, such as *daatun karnaa and musaag lagaanaa*, are in danger of being substituted by modern phrases such as *paste karnaa*, 'paste brushing teeth.' And a basic question like: where you're from? It is not exempt from the connotations of economic reform and imperialism in rural debate. Consumer culture and imperialism are encroaching upon areas of India where, as some might presume to claim,

time appears to have stopped for decades. However, no substantive progress has been made in this field.

5.4.1. Rural Promotion

In order to educate, reassure, recall and persuade customers or users in support of your goods and services, advertising is the promotional contact method.



Examples of Sales Promotion Strategies

1. Philips India Ltd. - Electronic Entertainment Equipment

Objective - Promote Phillips Electronic Entertainment goods, i.e. Stereos and CTVs, among the rural community.

Communications strategy - based on knowledge on the actions of the customer. 'Philips Mega Shows' are organized in five regional head office with the goal of inspiring both dealers and community leaders to create word-of-mouth awareness as a first move.

This has been accompanied by massive vehicle operations in 5,000 + population regions with civic engagement strategies for branding, backed by mainstream media initiatives in provincial press (district wise edition), local cinemas, tv, wall painting and intense merchandise sales efforts.

2. Brooke Bond Lipton India Ltd

Brooke Bond Lipton India Ltd (BBLIL) promotes its rural products with magic tricks and cameos. Reckitt and Coleman use rural NGOs in order to inform their consumers about goods that have one to one means of contact.

3. HLL

Project Bharat of HLL to reach rural markets. Under this project, 20 million household issued low-priced sampling packages of its toothpaste, Beauty Cream, Clinic Plus shampoo, and Ponds Cream. Currently, these labels have a vibrant presence in rural India.

4. ACC Limited - ACC Suraksha Cement

ACC Cement has tried to develop the dominance of ACC Suraksha mixed concrete, and construct a picture of a Quality Cement for the company on a growing market by differentiated concrete in semi urban / rural Karnataka. In order to meet the representatives of the opinion. The nearby local press was requested for help from builders, developers , suppliers and other strategic communication activities including field workshops with small numbers of masons and consumers.

Effect-A analysis after the campaign launched by ACC showed that the offshoot in the state of Karnataka was substantially increased, and that merchants felt the initiative was really good.

5. Dabur India

Shoppers selling consumer goods from Dabur India will now learn to compete by performing roles played at their stores by the talented actors. FMCG major has recently hired a community of 76 sales and Hr professionals in Canada to teach more than 2000 marketing channel associates in the business on product sophistication and delivery using the audio-visual media. A newly developed ASTRA (advanced retail ascendance management trainings) is a strategy.

Dabur has 35 lakh retailer outlets in the country in allocation scope. Around 75% of the revenues of the business come from a rural region and, accordingly in the five colloquial languages Kannada, Tamil, telugu, Bengali, Malayalam and the Astra learning consulting modules has been established.

6. Marico Industries - Parachute Coconut Oil Pouches

Marico Industries initiated a van drive in order to create consciousness regarding Parachute Coconut Oil pockets in cities with a demographic of less than 20,000 in Tamil Nadu, and to

transform loose petrol purchasers to Parachute pockets clients. The Outreach Plan centered on bringing people out of their houses to take part in the vans initiative, which was targeted directly at them so for the first instance by them.

Result-Marico's analysis revealed a 25% shift from loose coconut oil to Parachute Pouch Box, a post-van initiative, and a large rise in revenue from the initiative regions.

5.4.2. The Promotion Media

- **Radio**
 - Radio reach is highest in Kerla (63%) followed by Tamil Nadu (36%) and Karnataka (31%).
 - Example : *Colgate, Jyoti Labs, Zandu Balm* are some of the company using radio communication program. A ten second spot in Regional station would cost only about Rs. 2000/-
- **Television**
 - Alpha Punjabi (North),
 - Eenadu (AP),
 - Asianet (Kerla),
 - Sun TV (Tamilnadu),
 - Alpha Marathi (Maharashtra).
- **Outdoor Advertisement**
 - Form of media which includes signboard, hoarding tree boards, wall painting, bus boards etc.
- **Newspaper**
 - Anand Bazaar Patrica (West Bengal),
 - Eenadu (A.P),
 - Punjab Kesari (North),
 - Dina Thanthi (Tamil Nadu),
 - Loksatta (Maharashtra),
 - Daik Baskar (North)
- **Cinema :**
 - Movies are seen in halls of rural cinemas for items such as Vicks, Lifeboy, Colgate and Shampoo.

- LIC and private insurers have seen short films in regional theatres to increase consciousness of life insurance.
- **Outdoor Advertisement**
 - Form of media which includes signboard, wall painting, hoarding tree boards bus boards etc.
- **Group Meeting**
 - The banking officer visits a village once a week to bring the villagers to school halls or offices in Panachyat to inform them the bank 's extensive financial facilities.
 - In conjunction with local dealers, tractor owners of MRF behaviour touch.
- **Opinion Leaders**
 - HUI's health promotion assistant visits school teachers frequently in order to help Life boy soap in Villages.
- **Direct Mail Advertising**
 - Newsletters to be shipped in the farm season for crop and pesticide.
 - Special mailers on market friendly goods that are to be sent after the growing season so that growers have resources to purchase them.
- **Haats**
 - Hairdressing was encouraged by Parachute Gasoline, Nirma washing powder and tiger brand biscuits.
 - In our nation there are nearly 60,000 Haats, in the U.P (20,000), the largest amount of haats.
 - Vendors and customers meet in the peasant on a few days during the week to buy and sell products and services.
- **Farm to Farm / House to House**
 - This strategy has been effective in rich rural areas through multiple LIC agents and companies concerned with high-value customer sustainabilities.
 - ACC dealers travel town to town to include data on the effectiveness of the commodity.
- **Audio Visual Van**

- The van is a portable advertising centre with video, slides and mike advertisement facilities.
- Colgate India is using VANs extensively.
- Nippo supplies batteries through specifically made vans called mela vans. The vehicle is fitted with TV / VCR to display sensitivity films for items.
- Mobile ITS Vans carry a post to new village from e-choupal.
- **The Melas**
 - Navaratri Fair, Ambaji (Gujarat)
 - It is estimated that over 30,000 melas are conducted every year
 - Sone pur Mela, Vaisakh Purnima Mela (Bihar).
 - Nautanki Mela, Ramlila Mela (UP)
 - Paint companies supporting Pola fair in Maharashtra by painting the horns of the bulls.
 - Kartik Mela, Gwalior Trade Fair (MP)

5.5. Rural Distribution Channel

5.5.1. Challenges in Rural Distribution

- Poor availability of suitable dealers
- Dispersed population and trade
- Poor road connectivity
- Poor visibility and display of products on rural shop shelves.
- Inadequate banks and credit facilities
- Poor communication of offers
- Low investment capacity of retailers
- Multiple tiers
- Low density of shops per village
- Large number of small markets
- Poor storage system

5.5.2. Distribution Strategy

- **Peak seasons awareness** – peak seasons are celebrations, harvests and weddings in rural regions. At these periods, the bulk of demand for sustainable consumer goods intensified. The rural consumers are in the mood of shopping and currently have the money. Organizations must ensure at this point that all goods are usable.
- **Upgrading to Mandis, villages, semi-urban centres** – rural communities may achieve market development, clothing, cooking appliances, and farm goods, through offering food supply for towns, semi-urban centres or mandis. through having items accessible.
- **Towards bigger villages** — Of 6,47,000 villages there are just 75,000 main villages. Yet 42 % of the agricultural population and 58% of the overall intake are in agricultural regions.
- **Turning unorganised producers into dealers** – small factories have strong market awareness and a successful distribution network. Organizations such as Exide aim to render these small-scale farmers their distributors.
- **Supply vans** – supply vans for businesses that can fulfil two goals, will carry the goods to consumers in chosen rural areas and also allow the business to access them directly and thus provide opportunities for marketing.
- **Guaranteeing scope and exposure** – the crucial element, since rural stores can't hold enough separate SKUs, is to maintain the StockKeeping unit correct. In this climate it is a business benefit for strong service firms to be on the shelves in the food segment, and to have a favourable partnership with retailers.
- **Distribution Partnership** – numerous generally less dispersed organisations will partner with organisations who have already reached a large degree of penetration in rural areas. Distribution partnership For example, P&G had a relationship with Godrej, Marico and now wants to sell Camay soaps to Nirma.

5.5.3. Distribution Channels in Rural India

- **Usage of cooperative societies** – There are more than 4 lakhs employed in rural communities for various reasons, such as commercialization, lending and dairy cooperatives. For instance. Farm owners Co-operative Societies work as a mini-super-market for rural customers, selling commercially and fairly priced cleaning products,

cotton, crop, manure, pesticide, etc. As these businesses have the requisite storage and logistics facilities, they will ask these companies to market their goods.

- **Usage of the public distribution framework** – The Public Distribution System is well structured in India. In our country there are approx. 4.47 lakh affordable pricing stores. Because the PDS outlets encompass the whole world, consumable and low-value goods will in rural areas be distributed.
- **Shandies/ Haats/ Jathras/ Melas** – Shandies are intermittent and frequent markets. They deliver a ready network of distribution and are secure, cheap and suitable. Haats may be used to sell, show and preview items for the everyday use. In planning activities, Melas is always operating to introduce new products and creating products.
- **Agricultural input distributors** – Our country is home to around 2.72,000 fertilizer distributors. In the off-season most vendors do not have customers, but businesses should inspire them so that during their spare time they will market more goods.
- **Fuel stations carry** – these fuel stations often market consumables such as soaps, detergents, snacks etc. as well as gasoline / diesel, oil and lubricants, and in particular on roadways. This bunkers can also suggest storing such agricultural resources such as fertilizers , seeds and pesticides for use.

5.5.4. Rural Distribution Channels

Five levels of sales systems from the business deposit to inland village markets for the transport of goods.

	Channel partner	Location
Layer 1	Company depot / C & F A	National / state level
Layer 2	Sub-distributor / retail stockiest / sub-stockiest / star seller / Shakti dealer	Tehsil HQ, towns and large villages
Layer 3	Distributor / van operator / super stockiest / rural distributor	District level
Layer 4	Wholesaler	Feeder towns, large villages, haats
Layer 5	Retailer	Villages, haats

Distribution Channels

FMCG	Durables	Cement	Bulbs & Tubes	PDS- Government	Fake Goods
Company industrialized plant	Company industrial plant	Company manufacturing plant	Company Manufacturing plant	Food Establishment of India	Industrialists
C & F A	C & F A	C & F A		Zonal Offices	Wholesaler (small town)
Company Depot			Depot		Wholesaler (city)
Distributor		Distributor	Distributor	District office	
Sub stockiest				Depot	
Retail outlets	Exclusive dealers/ dealers	Outlets	Exclusive dealer/ retail outlets	Fair Price Shop	Retailers (village haats, mobile traders)
Customer	Customer	Customer	Customer	Customer	Customer

5.5.5. Evolution of Rural Distribution Systems

- Most town marketers are sending their salespeople to villages to request deliveries and sell merchandise to such local stores.
- In feeder markets, supermarkets operate as wholesalers, and vice - versa, to supply to local traders from nearby villages.
- The rural distribution mechanism has traditionally involved distributors, dealers, mobile vendors, trucks and regular haats.

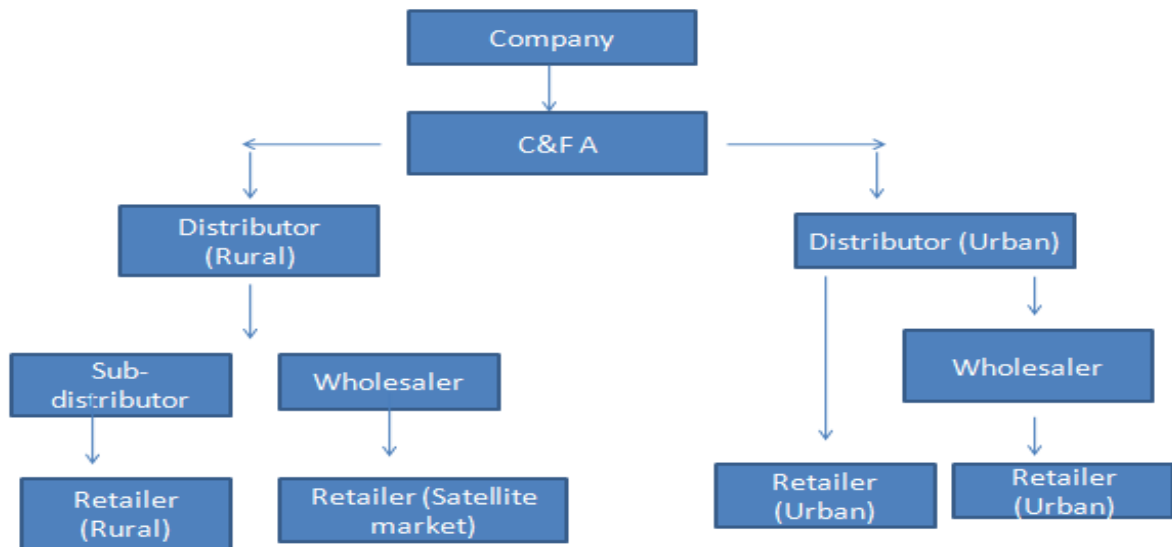
5.5.6. Behavior of the Channel

- Pricing by the channel – Stores in inner villages often operate at rates greater than the normal retail price. They explain pursuing it on the basis how they expend money and effort to pick up supplies from city distributors. A city supplier can purposely decrease the cost of a fast-moving product in order to improve its profit.

- Chanel Credit – independent stores and marketers in inner villages may purchase currency, whereas big stores in feeder markets are given credit.
- Intention for storage of a product / brand – Rural stores typically store a specific commodity since customers want it and, to a smaller degree, because of the wholesaler 's drive or because the rival often stores the object.
- Knowledge supply and effect – the wholesaler is the most valuable source of information and the most significant impact on the consumer.
- Customer payment facilities – in certain regions, loan transactions compensate for as many as 60 to 70 per cent of the overall rural sector, whereas in others, they account for just 15 to 20 per cent. Customers generally get an operating budget, some of the remaining payments are charged per month, although the actual payment takes place at the point of processing.
- Purchase intervals – In fast demand feeder villages, rural shoppers often visit the nearby urban wholesale market for their sales, often as much as three or four days a week. In other regions, where the farmers depend entirely on retail purchases rather than wholesale buys, they are required to purchase once a week or once a month.
- Seasonal pattern of stocking – Seasonal trend is mostly attributed to the reality that during processing and retailing of hygiene products, beauty products, sashes, bracelets, garments, pesticides and crops, the main purchasing season for local masses often meets this trend.
- Purchase source – Dealer agents do not frequent retailers in enclosed areas; retailers are moving one or two times a month to the local town and the major feeder region for product transactions.

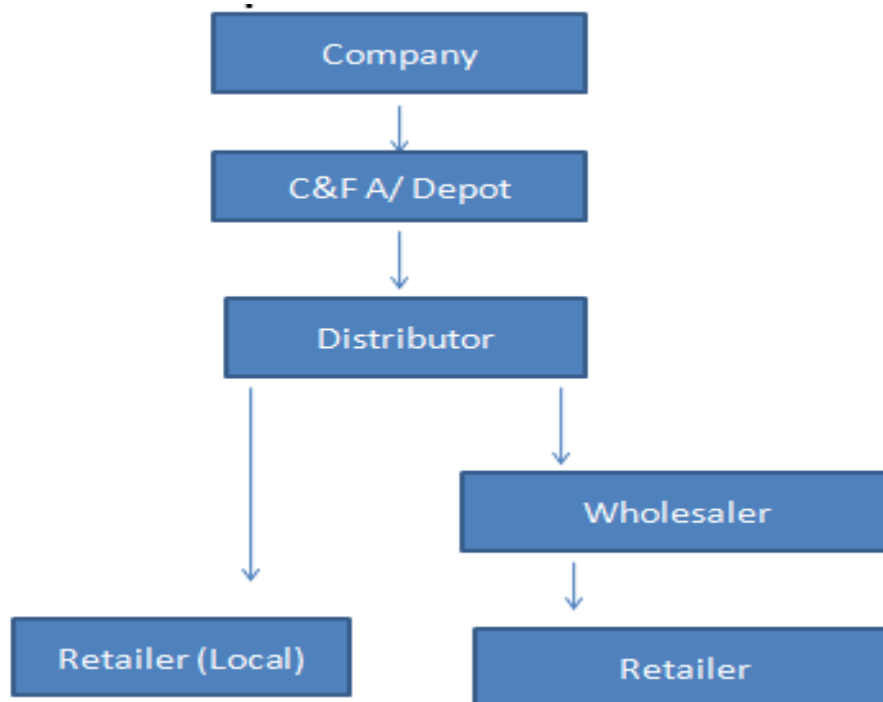
5.5.7. Distribution Model for FMCG Companies

5.5.7.1. Distribution Model 1



- Model 1 divides rural delivery from urban delivery to provide particular emphasis to the rural market.
- Rural distributors' service area is well established. The organisation designates a dealer to reach more widely into rural areas up to five thousand villages.
- In the rural regions, it has several points as the places are various and distributed.
- Instead of the distribution market, model concentrates on manufacturers and dealers.
- The RD spans a wide region with a weak road network and a tiny gateway that will make remote areas financially unviable for it. The wholesale sector in his region is operated by RD.

5.5.7.2. Distribution Model 2



- This model is easier than DM1. For rural delivery, there is no separate system.
- This model minimizes the costs of production, such that manufacturers and other market associates, who then drive the profits of these goods, have a higher profit.
- Wholesaler sites act as feed markets, and the business serves the needs of surrounding towns, areas not served by the dealer.
- This concept is primarily followed by businesses with a small number of SKUs and a large turnover.
- There are few distribution members and a wide region is provided to the dealer.

5.6. Rural Communication

Introduction

The word "rural communications" is commonly synonymous with the provision of telecommunications in rural areas, identified in forms of demographic density. This concept may fit the first world developing nations yet are seldom relevant to nations of the poor countries. Several other requirements for rural and thus remote networks should be included. The chapter discussed some of the standards that can be used to determine connectivity specifications in these areas and proposes a framework which can be used to develop

effective and relevant rural communications infrastructure. It is believed that it is possible that developers become attentive to sociocultural, cultural, political and economic concerns in order to resolve rural communications in an acceptable manner. The planner must start to understand the description of the consumer who needs treatment after these concerns are being handled appropriately. A thorough market analysis review of the field is then needed to decide exactly who the customer is and what services he needs. It is remembered that only after this critical phase then the "technocrats" can be let loose to build the facilities and choose the necessary technologies for the specific region.

Rural regions of countries appear to be densely populated and are not perceived by telecommunications providers to be a competitive business opportunity. The rapid rise in growth rate in metropolitan centers, fuelled by mobile devices, has indicated that the connectivity divide among developed and developing countries has increased.

Cell phone service and portable internet connectivity would continue to be offered to rural communities through linking isolated regions to the main telecommunications networks. The option of reliable, cost-effective and fast-deployment solutions – whether wireless or virtual – would enhance usability.

The main obstacles for the development of telecommunications networks in rural areas are motivated by technical and economic conditions. Establishing fibre optic networking remains a cost-effective practise. Unpredictable supply voltage or a total loss of electricity is a big hurdle, and solar thermal power supply is gradually being a feasible option. The necessity to retain adequate backup equipment greatly increases maintenance costs.

This initiative would lead to the aim of digitalization by providing help for the advancement of communication in remote and rural areas by the usage of adequate connexion, backhaul and energy management capabilities.

5.6.1. Definition of Rural Market

- Census definition: ‘which is not urban’
 - Metropolitan regions all have towns / corporations or a registered local centre
 - Many other sites fulfil the following requirements metropolitan regions
 - ✓ A population density of over 500 per sq km
 - ✓ At least 65% of men operating population involved in non-agricultural activities
 - ✓ A least populace of 6000

- Rural market: The number of customers in rural areas that have particular habits, as opposed to those of customers in urban regions.

5.6.2. Features of Rural

❑ Income

- ✓ About 60% of income comes from farming.
- ✓ Average salary of less Rs. 2000 / month
- ✓ 56 % to GDP
- ✓ Rising monthly per capita expenditure (MPCE) increase of 63.7% in the year 2004-2010 (National Sample Survey)

❑ Large but scattered population

- ✓ 800 million people spread around 6,37,000 villages.
- ✓ 79.7% of Indians in rural areas as of 2010 (world bank report 2013)
- ✓ More than 18 scheduled languages and 117 vernaculars
- ✓ 77.6% of the rural population belongs to bottom

Recently, Rural Connectivity has proven to be a core issue for communicators, in particular those employed with social care organisations, for both economically focused companies seeking rural areas to extend the distribution of their goods and for communications relating to social programmes with agricultural, territorial and far-ranging parts of the countryside. A variety of factors make rural communications efficient.

5.6.3. The Communication Process Model

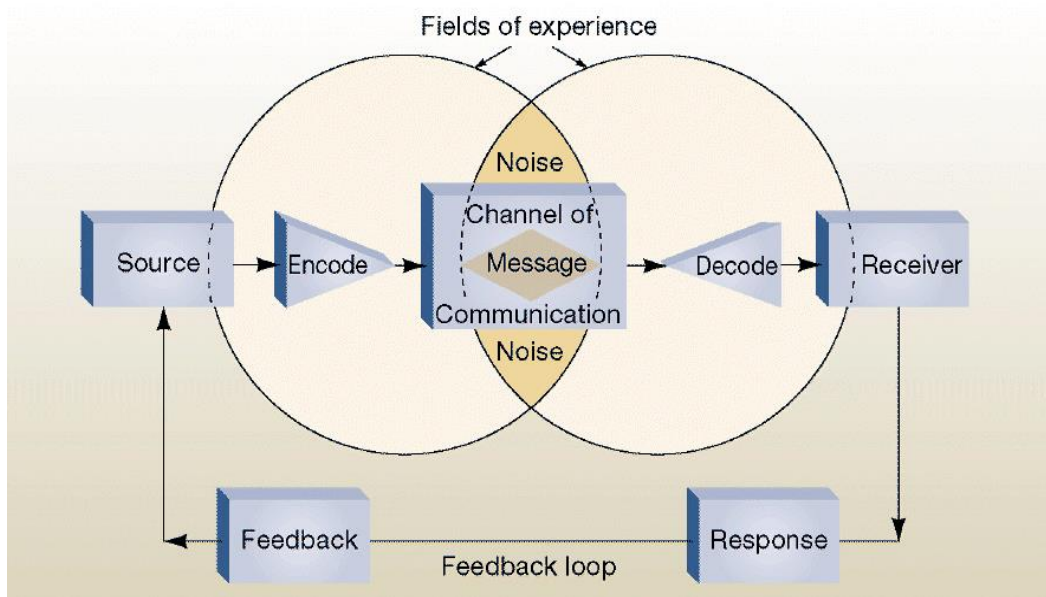


Fig : Communication Process

5.6.4. Types of Rural Communication

5.6.4.1. Media Selection

It is imperative to apprehend the channels that is in actuality approved by the countryside dealers. The methods of media expended are of two categories:

5.6.4.1.1. Mass Media (Conventional Media) – Comprising of -

- Print
- Television
- Cinema/Theatres
- Radio
- Word of Mouth,
- Video on wheels
- In 2001, AIR programmes could be heard in two-third of all Indian households in 34 languages and 156 dialects, over some 130 million radio sets.
- Radio can reach a large number of poor people because it is affordable and uses little electricity.

- Jyoti Laboratories, Juari Industries, Zandu Balm, Colgate, are some brands using radio for communication.
- Eg. Johnson & Johnson getting into rural markets through radio ads
- There are specific programmes for agriculturists like ‘Farm and Home Programme’ or ‘Krishi Darshan’ in all regional languages,
- Thus there is regular listener ship

5.6.4.1.2. Traditional Media (Non-Conventional Media) – comprises of -

- Audio-Visual Vans
- Folk theatres,
- Post cards
- Demonstrations
- Contests To Promote The Products
- Posters, etc.
- Wall paintings
- Puppetry
- Banners Placed on Elephants & Camels
- Stalls At Local Fairs (Melas)
- **Audio Visual publicity vans**
 - ✓ Create word of mouth publicity
 - ✓ Costly to hire and sustain
 - ✓ HLL (fair and lovely) home to home campaign was supported by Audio visual show and product demonstrations
 - ✓ Cost per contact is more than predictable media
- **Farm to farm/ house to house**
 - ✓ Reached 12% of villages and 19% of households in Bihar, UP and MP,
 - ✓ Hindustan lever (fair and lovely) in villages with population of 3000+ to expand
 - ✓ 56% brand conversions (25% was from non users)
- **Group meetings**
 - ✓ MRF tractor owners meet (TOMEE)

- ✓ TAFE (direct contact exercises in 8 states – 46 centres): sales growth of 14% after one month of campaign
- **Mandis**
 - ✓ In areas with population of 10000+ mandies can cater to 146000 people
 - ✓ Serve as a platform for product demo and on the spot sales
 - ✓ These are agricultural markets set up by govt. to procure agri. Produce from farmers
 - ✓ Used for promoting durables and agricultural products
- **Haats**
 - ✓ Good platform for demonstrations
 - ✓ There are around 43000 haats catering to daily needs.
 - ✓ Mobile supermarkets (65% are held once a week, 30% twice a week and the rest are organised daily)
 - ✓ Number of visitors on an average per haat is 5500+
- **Opinion leaders**
 - ✓ Paints doesn't peel off
 - ✓ Painted house of pardhaan
 - ✓ Asian paints launched Utsav range during pre Diwali season.
 - ✓ Necessary for high value consumer durables and agricultural inputs.
- **Puppetry**
 - ✓ LIC uses it to educate masses in UP, Bihar and MP
 - ✓ Popular in Rajasthan
 - ✓ The number of inquiries at LIC offices after the show was higher
- **Melas**
 - ✓ Around 6000 are of trade kind, used for the marketing of products.
 - ✓ When MART and IDE are used to support and show treadle pump and irrigated small irrigation systems by haats and melas
 - ✓ Nice to launch new products and labels
 - ✓ During a substantial number of woman people are present
 - ✓ Sonepur mela (Bihar) — Kumbh mela (Ujjain, Allahabad, Nasik, Haridwar)
 - ✓ The tractor at Pushkar mela (rajasthan), is set up by Mahindra & Mahindra.

- ✓ HLL, P&G set up kiosks.
 - ✓ Nestle arranges coffee and Maggie shop
 - ✓ Around 35000 melas in India (80% are religious and one day affairs)
 - ✓ Sale went up by from less than 10000 to more than 100000
- **Pilgrim sites, Rural games etc are extra possibilities which can be applied.**
- **Contest of Product display**
 - ✓ Encourage stocking of the merchandise
 - ✓ The best displays win prizes.
 - ✓ The manufacturer tells the retailers about the contest before hand
 - **Folk dances**
 - ✓ By Ogilvy rural for Breeze soap (HLL)
 - ✓ Breeze had essence of rose
 - ✓ Wheeled in an oversized bar of Breeze (thermo Cole) on stage and smashed it and heaps of roses fell out
 - ✓ Rose is the symbol and was attacked from Nirmas rose
 - ✓ Wall paintings not effective (difficult to paint a realistic rose)
 - ✓ Message went through
 - **Games**
 - ✓ Rajdoot (Yamaha) organises a villagers' wrestling tournament, where one of the wrestlers carried them. The other is a villager.
 - ✓ The winning team would be able to test their motorcycles. The wrestler is a sign of their items, i.e. the robustness of the USP.





Fig : Some Examples of Wall Paintings

- **Street theatre**

- ✓ This method is used to distribute socioeconomic and cultural agendas and to increase consciousness of important issues.
- ✓ It is profoundly ingrained in the Indian culture.
- ✓ Street Theater tears down institutional walls and addresses citizens effectively.

5.6.5. Effectiveness of Media

Efficiency of the media to be expended for rural interaction is significant. Issues that imitate media effectiveness are :

- a) Channel and Programmes viewed
- b) Audience Profile
- c) Media Preferences
- d) Media Viewing & Listening Behaviour

Rural contact is often done as it embraces a participatory strategy, integrating the participation of rural communities.

(a) Television watching and communication activity

Tv programs in rural communities such as DD-1, etc. are quite common. Transmitter is common in rural markets , particularly Vividh Bharti, etc. Print media delivery to the households is weak. Although the newspapers are read at the local gathering spot, the tea room.

b) Choice in the government

Modern media can be more popular for rural viewers. Interpersonal communication (IPC) was rated as the most powerful, accompanied by TV / VCR, print media, and afterwards radio.

(c) User Profile

Rural populations are introduced to and readily available to mainstream media, and teenage male participants are the main consumers of news.

The usage of mainstream media in rural contact is immense. Media in general, though, are also seen to become more popular with rural viewers.

5.6.6. Rural Communications Problems

1. Spreading and Variety

A vast number of users have been dispersed around the world, many of whom are not exposed to mainstream media. Rural consumers differ by region, population, etc.

2. Poor rate of literacy

Imply that the usage of traditional media will be impractical.

3. Weak services for utilities

Such a shortage of highways, telephone infrastructure, postal systems, etc. This inhibits the reliability of the newspaper, because even the TV audience is impaired by poor voltage because unreliable resources.

4. Special Network Popular Patterns

Everything of the reader base is supplementary.

5. Lack of evidence on study

Message and advertising combination choices are primarily based on input from distribution networks.

6. Variance of free time practices

For rural communities, since farming operations do not have a set timetable, and therefore involve operation through the night and at an unusual hour. The challenge is to locate the time period for the advertisement, since the leisure time is dependent on the case.

5.6.7. Reasons Disturbing Rural Communication

- Purchasing power also depending on weather- the crops
- Culture
- Media Habits
- Traditional approach
- Too many languages
- High resistance – more so initially
- Lavish at occasions (e.g. Marriage)
- Literacy level
- Inequitable distribution of wealth

5.6.8. Rural Communication Strategies

5.6.8.1. Regionalization of The Advertisement

- The definitions of traditions and values vary from place to place.
- Philips used a shot from his own girl's villages – enough to advertise transistor TV so that rural audiences could interact and realise that the technology was for them.
- Emami contracted with Amitabh and Madhuri in the north and contracted with Chiranjeevi in MRF bullock cart tyre: small bullocks were pushed on UP west: East UP, two bigger bullocks: Hindustani spoke to West UP, while Bhojpuri spoke to East UP.
- Andhra.
- Philips: TN-enga veetu mega star (Rajanikant), AP-Maa inti wide star (Chiranjeevi). Whether they were utilising a star it would have meant late N.T. Rao 's right.

5.6.8.2. Education Instead Of Promotion

- How settlements outweigh the costs
- Collaborating stimulating and pleasurable
- Assurances in agreement with the needs and lifestyle.
- Validations will help in attaining the purposefulness

5.6.8.3. Mass media role (Influences About 47% Rural People)

- Cinema reaches 37%
- 3 out of 5 Indians are inaccessible by mass media

5.6.8.4. Managing Spread and Diversity

- Identifying geographical locations with a larger concentration of rural consumers.
- Languages : The message has to be understood.
- Locating potential consumers with a higher propensity to spend.

5.6.8.5. Customisation Of Promotional Message

- Usage of characteristics of man
- Real experiences of consumer identification protagonists
- The urban paradigm is ambitious, yet easy and direct contact.
- Dialect and common language

5.6.8.6. Broad Audio-Video Application

Rural literacy and rural TV and radio, as opposed to print media, far more access to rural population should offer preference to contact via digital media than to the newspapers.

5.6.8.7. Suitable blend of interactions

Ability for use prioritising marketing strategy geographically, as advertisement is characterised by limited focus and persistence in rural areas. 70:30 is typically desirable.

5.6.8.8. Communication tailor-made

In order to counteract geographical, cultural and political variations, ad messages can be updated in compliance with geographic specifications.

5.6.8.9. Usage of commercial vans / animals

In remote / tribal and mountainous regions in particular.

5.6.8.10. Stalls and Haats Use

Particularly in town festivals, messages can be exchanged and brand trials included.

5.6.8.11. Utilization of theatre and display rooms

Especially with the highest exposure to cinema in countries / regions.

5.7. Rural Market Segmentation

Introduction

Today, businesses are creating new products with diverse pack sizes and formulas to win over customers. Various customers expect various amounts and varying types of advantages from the commodity they purchase. Take cleaning products, for instance, HUL uses Wave, Rin Shakti and Rim powder to satisfy the needs of various income classes. Procter & Gamble has three kinds of bathroom soaps that provide skin care advantages to three distinct forms of user skin. In fact, consumers are divided into desirable segments in order to access them efficiently, service customers successfully and produce economic results.

Concepts and Process

Choosing and retaining customers requires three main choices, namely segmenting, targeting and positioning.

- Segmentation is the method of separating or categorising the business into separate categories depending on one or more factors.
- Targeting is the identification of consumer categories that can be utilised effectively and profitably. It is a question of settling on plans for consumer penetration.
- Positioning is a method of consumer promotion, which includes putting the brand in the eyes of consumers in the target market.

The different measures included in the method of consumer penetration and recruitment are as follows:

Decision	Actions
Segmentation	1. Classification of common business segmentation bases 2. Creating business product profiles
Targeting	3. Evaluation of business categories for their competitiveness 4. Choosing on the plan for consumer penetration
Positioning	5. Interacting the comparative benefit preferred to consumers 6. Classifying a range of future strategic positioning of the company 7. Choosing the best strategic edge

Definition

Segmentation is the method of separating the diverse sector into cohesive subtypes. The distinction is based on the assumption that certain individuals have various interests. The below are the fundamental expectations of the market:

- cohesive tastes where customers have approximately the same interests;
- refracted tastes where buyers are distributed across the sector according to their expectations.
- Clustered preference whereby customers are classified in various interest classes.

5.7.1. Degrees of Segmentation

If segmentation is considered as a process with two polar points from zero to complete, four distinct segmentation approaches are identifiable.

Degree of Segmentation	Zero			Complete
Type	Mass Marketing	Segment Marketing	Niche Marketing	Micro Marketing
Approach	Consider all people as a bunch	Identifies people as different groups	Serves selectively one or very few groups of people	Focus on individuals or very small groups

(i) Mass Marketing

In the early twentieth century, several corporations pursued industrial manufacturing and mass marketing. When markets developed and cultures became prosperous, market preferences and expectations came to the fore. Till then, the rural sector was perceived to be a cohesive area, as was the Indian market till another twenty years ago. Few businesses are based on mass promotion, although many others are not.

- Eg 1: HLL gave surfing to all customers. And Nirma came and grabbed the share of the



market of low-income households. HLL then added the Wheel



(ii) The theory of the marketing category is focused on the understanding that consumers vary in their wants, expectations, expectations and behaviours. The need for an advertising section emerges when:



- Buyers have been increasingly complex, educated and cosy.
- Rivalry has been challenging
- For illustration. In 1998, Britannia launched smaller Tiger cookies package sizes Rs 4, Rs 2 Rs 1 box.

Benefits in Advertisement Segment

- The company can represent its clients more reliably and efficiently.
- The corporation earns the reputation of a creative and inventive organisation;
- The Business can achieve supremacy on the basis of its specific marketing bid.

Segment Marketing Prerequisites

- Recognizing the desires and expectations of customers
- Awareness of markets, goods and services
- Creative skills of advertisers for fine tuning goods and services to different client segments.



(iii) A niche is a relatively specific community with an unique collection of characteristics that pursue a specific mix of advantages. niche advertisement recognises small sub-groups of broader markets and provides a range of services and products.

- Eg: Nokia mobile phone, Hero Honda bikes,

(iv) Micro-marketing

Micro Marketing includes customising goods and services to meet the needs of different areas and individuals. This covers urban advertising and consumer promotion.

- For illustration. Dabur introduced Anmol, a mustard and amla-based hair oil to reach rural consumers in northern markets who used a loose mustard oil pack of Rs 10.50 ml. Micromarketing is classified into two.



(a) Central marketing services:

It requires services to fit the preferences of individual places and the desires of particular client audiences on a regional basis.

- Eg 1: Philips marketing software in Tamil Nadu Engavetta superhero. In TN Rajnikanth is a big star.
- A campaign was initiated in Andra Pradesh with Chiranjeevi, who is the megarstar.
- This tactic helped them boost their TV revenue by 25-30%.

The benefits of local marketing are as follows:

- Successful messaging in the face of disparities in cultures, habits and societies in various countries.
- Embraces and encourages consumers that favour products personalised to their locality.

Disadvantages:

- Logistic problems can occur when businesses attempt to meet the varying requirements of various regions.
- It will-economies of scale.
- The public perception of a company can be influenced when marketing strategies differ from location to location.

(b) Individual marketing: individual marketing is targeted marketing or one-to-one marketing. Customized facilities are offered by customising companies, restaurants, transport providers and physicians. Construction companies design houses or residences to satisfy particular client specifications.

5.7.2. Effective Segmentation Guides

Every other method can be successful if it has a clear theory and realistic credibility. Segmentation will only be successful if it meets the below specifications:

(i) Essential

The market is appealing only if it is successful. As such, the section should have the specific traits:

(a) Homogeneous — It can be made up of individuals who are identical in beliefs, understanding, tastes, behaviours and behaviour. Even so, shielding everyone is going to be fast.

(b) Large — It can consist of something like a great amount of occasional users or a limited amount of frequent users, such that promotion is advantageous to businesses. It is known that rural areas are not diverse. Regional variations are observed in vocabulary, thought and actions. Even so, it is impossible to implement independent marketing systems when the number of customers is not big enough to render the initiative feasible.

(ii) Available

Reach is significant in the service of the segments. Until previously, due to the obvious unavailability of either, advertisers favoured urban to rural areas. They relied on mobile vans and neighbouring town distribution companies and retail outlets to meet rural consumers. Research has now identified that successful ways of reaching rural citizens are possible by involvement in haats or shandis organised weekly. Also there is significant development in the infrastructure to render many villages available.

(iii) Measureable

Segments are created with the aid of a variety of variables. These factors ought to be independent, explicit and tangible. Only then can segments be represented in the same terms and differences known. Companies have so far been unable to enter rural markets due to inadequate records. In the absence of knowledge on the population, buying power and demographics of rural customers, they found them to be close to urban areas.

(iv) Distinguishable

Segments warrant recognition from advertisers only if they have distinctive features. Rural advertisers are known as a distinct group since their reactions are higher in the urban ones in the context of certain goods and initiatives. For eg, in the case of purchasing digital watches, rural customers differ from urban ones. Rural customers are more curious with the worth of capital and measure the watches in hand to see how big it is. By comparison, metropolitan buyers choose the bright ones with the new technologies.

5.7.3. Bases of Segmentation

There are not many ways to classify the business. Marketers can scan for one or more variables , i.e. regional, economic, psychographic and behavioural, to differentiate and identify their consumer segments.

(1) Segmentation of geography

Geographic segmentation is focused on factors such as zones / regions, counties, provinces, cities / towns / villages by population, scale, environment and culture.

(a) **Areas:** The country is divided into four zones.

- North : Himachal Pradesh UP, Bihar. Delhi,
- South : Karnataka. Andhra Pradesh, Tamil Nadu, Kerala,
 - The number of villages with number of people less than 6000 people is:
 - West : 1,26,936, East : 1,61,961, South : 73,465, North : 2,00,204
- West : Haryana Maharashtra, Punjab,
- East : Assam, West Bengal

(b) **Regions, villages and townships:** the nation shall be divided into states on the basis of language. For the ease of governance, each state shall be divided into districts.

(c) **Scale:** population density per square kilometre in rural areas is very low.

(d) **Climate:** the nation is split into climatic conditions as follows:

- Tropical:
- Rainy;
- Extreme weather

(e) **Society:** The media can be successful because their advertisements are fine-tuned to the context of the citizens. As such, the national conflict is immaterial to the different newspapers. Ogilvy-Rural split the nation into 76 Socio-Cultural Regions (SCRs).

(ii) **Segmentation of Demography**

Markets are divided into segments based on variables such as age, gender, size of the family, salary, lifecycle, occupation, education, religion and nationality.

- Gender** : Male—Female
- Marital status** : Married—Unmarried.
- Age** : Under 6, 6—12, 13—19, 20—40, 41—60, 60+.
- Life—cycle** : Infants, children, teens, young adults, elders, seniors.
- Religion** : Hindu, Muslim, Christian and Others.
- Size of family** : 1—2, 3—4, 5+
- Occupation** : Business, agricultural labourer, employee, artisan, non-agricultural Farmer, labourer, student, unemployed, Professional retired,.
- Salary** : Rs.25, 000 and below, Rs.25,001 - 50,000, Rs.50,001-75,000, Rs. 75,001- Rs. 1 lakh, above Rs. 1 lakh.
- Education** : high School, Illiterate, literate, university, elementary school, college.

(a) **Age and Life-cycle:** The age and life—cycle classification applicable to urbans is valid to rurals as well. The specific products for the age segments are:

Age segment	Products	Typical Brands
Infants	Soaps, Milk, Cereals, Diapers Powder,	HLL Glaxo Johnson & Johnson, Wipro, , Nestle,
Children	Story Book, Confectionary, Sports Cycle, Magazines, Toothpaste	Britania, Parle, BSA, Atlas, Pepsodent, Hero, NUTRINE,

		Chanda Mama Amar Chitra Katha,
Teens	Soft Drinks, Toothpaste, Face Shoes, Cream, Mopeds/Scooter,	TVS, Close-Up, Pepsi, Fair & Lovely, Hero, Coke, Thums-Up Nike,
Young Adults	Shoes, TV, Computer, Scooter/Bike Music System, Magazines,	Sport Star, Reebok Bajaj,, Sony, Philips, Samsung, HCL, Dell, LML Computer Digest,
Elders	Spectacles, Cell Phones Suitings, Briefcase,	Nokia, Rayban, Bosche, Raymond, Park Avenue, Tata, Samsonite, VIP
Seniors	Self Diagnostic Kits Knee Pads, Rocking Chairs,	Reddy's Lab Modfurn, Conybio, Cipla, Glaxo,

(b) Gender: Clothing, boots, cosmetics and other items have been identified as variations of gender. Women's particularities, such as gynaecological conditions and the sense of attractiveness, provide advertisers with the ability to include exclusive items such as robes, estrogens, cream bust and façades.

(c) Marital status: marital status effect is clear. In this regard, certain businesses will make profit.

Unmarried:

Occasions	Valentine's Day
Residence	Small size houses/flats, working women's hostels
Eat out	Fast food centres

Married:

Events	"Best Couple" award
Tourism and Hotels	Honeymoon packages

Size of the Family: With growing family size, intake is rising. In rural regions, large families with low wages purchase affordable consumer goods, such as Telev. The marketing of consumer goods as 'family products' works well with big families , especially in economic refill packs. Big families can purchase more than one product brand to suit their unique tastes

and preferences. Therefore, a commodity can consist of multi-brand use. Although Colgate is a family toothpaste, Close-up 's emphasis on youth is more tailored. Of course, it joins households of young children, offers ample purchase power and fits in perfectly of Colgate.

(b) Income: Rural households income fall under different categories as seen below.

Income Range	% of Rural Households
Rs. 25, 0 00 & below	37. 4
Rs. 25, 001 – 50,000	41. 1
Rs. 50, 000 – 75,000	13. 0
Rs. 75, 000 – 1,00,000	7.4
Above Rs. 1, 00,000	3.8

(c) No attention should be put upon the value of the profits in affecting purchasing decisions concerning quantity and efficiency. The poorest countrymen purchase high-end products as the wealthy citys. Interestingly, even low-income communities still acquire goods from the rural wealthy. Premium products are made feasible by a shift of low-income communities. Items available in sachets such as sunscreen Velvette, Dairy top and Colgate in rural markets are increasingly fashionable. The community with high incomes gives consumer opportunities to affordable goods such as fridges, CTVs and dishwashers.

(d) Occupation: Occupational needs vary.

- Employee : stationery items, Pens, etc.
- Farmer : tractors, fertilizers, pesticides, Seeds, harvesters, Pump sets, etc.
- Doctor : syringes, BP kit, Stethoscope, medicines,
- Animal husbandry : Feed, medicines, consultancy.

Identifying particular needs allows advertisers the ability to produce, manufacture and sell goods that suit the relevant demands.

(e) Schooling: Information and expertise are given through schooling. It strengthens the method of reasoning and promotes a stronger and deeper view of the problems.

(f) Religion: Faith has a significant impact on the purchasing conduct of customers in marketers' handling. Religion presents a 'way of existence' that connects the material universe to the hidden realm after death. It includes the do's that doesn't have to be done.

Religion	Products/Items	Occasion / Events
Hindus	Fruits, Temples, Icons of God, Sandal Paste,, Cotton thread for lamps, Camphor Rivers,, Coconut, Essence stick, Betel Leaves, Nut Powder, Lamps, Kumkum	Ram Navami, Holi, Ganesh Chaturthi, Kartika Months, Krishna Janmashtami, Pitra Paksha, Durga Pooja, Maha Shiv Ratri Deepawali,
Christians	Christmas Tree, Stars Cross, Candles, Holy Bible, Church, Rose Water, Bells,	Easter, Good Friday, Christmas
Muslims	White Caps, Mosque, Holy Quran, Agar Perfumes, Essence Sticks	Muharram Id-Ul-Fitr, Miladun-nabi, Bakrid

(iii) Psychographic Segmentation

Although regional and segment of the population give a spatial perception of the economies, the true nature of sales can be measured and the marketing bid can be built purely on the basis of people's psychographics. An illustration, to demonstrate this basic argument:

Demand is classified into separate categories dependent on three factors.

- The professional class;
- The way of life and
- Nature of the individual

(a) Social class: Social system consists of a system which reflects the hierarchy of classes or groups of individuals. Caste, along with land, was one of the classes of the class structure in India. That being said, in modern times, the social status is defined by a variety of variables such as schooling, profession, wages, prosperity and others. Information Study Users Council (MRUC) and Indian Readership Survey (IRS)—85 have released a new Rural Socio-Economic Class (SEC) measuring the rural economy in three factors.

- The schooling of the leading wage earner;

- Inventory of durables
- House type (Pucca, Semi-Pucca or Kuchha)

Socioeconomic groups can be divided into six categories, as seen in the chart.

Table Social Classes: Characteristics and Preferences

S. No	Class	Characteristics	Preferences
6	Lower-Lower	dependence on petty loans and charity daily income, Below poverty line, low poor health and hygiene, per capita income,	daily purchases, cheap varieties, Local unbranded products, buy second hand or collect thrown out products (food, clothes etc)
5	Upper-Lower	dual career families, depend on loans and advances, Above poverty line, strong family ties, hand to mouth, traditional, school education	Economy products, installment and credit buying, and local unbranded products low priced popular brands,
3	Upper-middle	Ambitious, dependent on education and hard work, dual career families seek comfort, Career oriented	good interior decoration, vacations, Quality of life, products and entertainment, travel and tour regular but economics entertainment
2	Lower-Upper	wealth earned, Social Elite, educated and upper stratum professional active in social and civic affairs, aspire, Reference group for others, and associate with upper,	Status symbols-cars, exhibition products, homes, refrigerators, art pieces sculptures, etc expensive schools,
4	Lower-middle	Average paid employees, small businessman, college background, fashion oriented, but traditional dual career families	nice homes, travel and tour regular but economical entertainment nice furniture, decent schools, occasional vacations, Better life

			products,
1	Upper Class	aristocrats, wealth inherited, well known family background, ascribed status, small in numbers Social elite,	vocations, antique, farm house, luxury, products at high price, Jewellery,

(a). Life style: With the introduction of digital tv and broadcast networks in the world, the rural population has been introduced to the rich lifestyle of urban households. The preference of products for rural customers is not that isolated from its urban equivalents. Even though market options seem to overlap, product tastes don't. By and wide, the rural tendency is for smaller items. Where there is a choice in the case of durables, the rural rich choose luxury ones. One way of classifying life style is:

- Theme settings
- Traditionalists:
- The Chameleon

A different designation for women could be beneficial. One such grouping is as follows:

- A competent homemaker;
- Women in professions, and
- a feeling of democracy

(b). Personality: Public persona corresponds to the collection of psychological and physical features of the individual that define the actions of an individual. These traits are distinct, rendering people distinctive from each other. Personality may be described with the aid of attributes such as self-confidence, socialisation, maturity of ability to adapt, individuality, imagination, flexibility, etc.

(iv) Behavioral Segmentation

Customer behaviour is a clearer reference to the consumer category. The following concerns can be posed to explain the behavioural patterns.

When does an individual make a purchase?

Holidays/ festivals

- Why does an individual make a purchase? Benefits sought
- How often does an individual make a purchase? User status
- How much does an individual make a purchase? Money spent
- Does and individual repeat the purchase? Brand loyalty
- Where does an individual make a purchase from? Shopping malls, retail outlet.
- What does an individual purchase? items obtained

(a) **Benefits sought:** The advantages obtained for a commodity differ from customer to customer. A rural user may purchase a motorcycle pursuing some or all of the below benefits.

- Mark of rank
- Sense of satisfaction
- Travel convenience
- Efficiency of transportation

In the basis of the incentives obtained, buyers are clustered together and marketing is efficiently achieved to attract them to purchase.

(b) **Occasions:** much of the consumer goods are bought mostly during period of feb, when villagers earn agriculture profits. Some times are festivals such as Diwali and Dussehra. Rural people often tend to buy the necessary products when melas and jaats are arranged. As a part of habit, weekends are a period for rural transactions of shandies and haats.

(c) **Customer class:** Buyers may well be classified on the basis of their user level. Reasonable marketing behaviour must be provided as listed below.

User Status		Marketers Action
First time user	Trial	Assure benefits
Ex - user	<ul style="list-style-type: none"> • Not using anymore • Using other brands 	Educate them about benefit
Regular users	Repeat buy	Appreciate them and advise them on usage.

Obviously, each group of consumers ought to be viewed as a different section, and the advertising bid must be customised to every one of each other.

(a) Usage rate: depending on the scale of their intake, customers can be defined as:

- Sources of illumination
- Marginal Consumers
- Heavy consumers

(b) loyal customers : the industry can also be divided on the grounds of brand loyalty to products, retailers and businesses. Customer loyalty is stronger in rural regions when actions are reached jointly. Strong loyalty is stated only in the Lifebuoy situation. Business can plan advertising activities on the basis of loyalty status.

(a) Place: local consumers can purchase from the following locations:

- Weekly haats or shandies
- Casual Melas and Jaataras
- The closest neighbourhood, the feeding hub for the villagers
- Personal vans;

Goods may be marketed by gaining an awareness of where prospective consumers are more likely to meet and choose to purchase goods. Marketers now regard conventional shopping areas, haats or shandies, as they understand their ability to facilitate the selling of a variety of items.

(b) Merchandise ownership categories: it is reasonable to approach the consumer on the basis of the items that he already holds. NCAER also classified items that support sustainables advertisers reach the next consumer.

- *Category I items are of imminent benefit to the household or stuff that appear to be influential in augmenting the profits of such families.*
- *Category II goods consist of a variety of items that render households simpler, train and serve as a means of entertainment.*
- *Class III items are a mix of classic goods that satisfy many of the above specifications.*

Category	Product Price	Products
I	Below Rs. 999	Transistors, Electric Iron, Cassette Recorded, Bicycle Pressure Cooker, Wrist watches, Fan,
II	Between Rs. 999 and Rs. 5999	(B&W), geyser, vacuum cleaner sewing machine, mixer-grinder, Two-in-One, TV

III	Above Rs. 5999	VCR/VCP, Washing machine Two-Wheeler, TV (Color) Refrigerator,
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This classification may be seen as a framework for approaching the next consumer. Transactions in Category II shall be rendered after purchasing of 2 or 3 products in Category I. Transactions in Category III shall be rendered after procurement of 4 or 5 items in Category I and Category II. Often it may be a straight leap from Category I to Category III.

Multivariable segmentation

Advertisers seldom rely on a single factor for segmentation. To be significant, the intended audience needs the usage of many parameters. Geo-demographic segmentation is one of the most common advances in multi-variable segmentation.

(a). Thompson Rural Market Index (TRMI): Hindustan Thompson Associates Ltd. created TRMI as a reference to rural consumer segments in 1982 and enhanced it in 1996. They collected data from 345 counties, focused on 36 factors. They also collected information on the status of crop output for each area. It is known to be the ultimate predictor of the ability of the rural economy, since it has a good association with the 10 listed agricultural parameters.

- Farm workers
- Total region of the field
- Gross irrigated area;
- Region of non-food crops
- Pumping package
- Use of fertiliser
- Tractors;
- Agricultural credit;
- Field reserves and
- Electrified communities

Depending on the index value, the divisions were categorised as business groups A, B , C , D and E as seen in the following table.

Chart: Markets Classification

Class of marks	Index Range	No. of Districts	% of Marks
A	20. 00 to 29. 99	86	16. 23. 0
B	40. 00 to 59. 99	39	20. 5
C	60. 00 to 100. 00	22	8
D	30. 00 to 39. 99	54	20. 4
E	Below 20. 00	154	17. 3
	Total	355	100. 00

(b). Lin: Search: Initiative Media Built Lin: Search, a rural India marketing software kit.

Five parameters may be used to organise data:

- Land
- Agricultural
- Revenues
- Literacy:
- Civic facilities

Marketers would be involved in those metrics relative to the product getting introduced, such as the rate of employment, men and women rates , financial reserves, income levels, connectivity (by path, rail and water), pharmacies, facilities and the range from their neighbourhoods. The programme enables advertisers to distribute a normal distribution for each. This kit lists all locations that follow the requirements of the marketer. The rural newspapers launch may involve the villages (more than 10,000 inhabitants), the revenue (more than Rs 3000) from the closest city (not more than 55 km), and literacy requirements. Lin: Search lists the areas and villages in the region.

(c). MICA ranking: "MICA Rural Sector Value" has been established by MICA. It is visible in a interactive map on a CD-ROM which provides a certain district with greater business opportunities. Six criteria were used for the scores.

- Agricultural output overall value
- Progress of the Bank
- Place of cropping
- Region of irrigation
- Amount of farmers and

- Consumption of fertilisers

It also illustrates the haats of the community, the location and the connexion to the middle by road and train.

Chapter - 6

Chapter – 6

Outlook of the Chapter

- Consumers' Loyalty
- Introduction
- Customer Loyalty – What is it?
- Loyalty is More Than Just Behaviour
- Definition of Customer Loyalty
- Customer Loyalty can be Measured and Monitored
- Profiling Loyalty Segments
- Understanding the Loyalty Segments
- How to Increase Customer Loyalty
- Why Is Customer Loyalty Important
- How to Build Customer Loyalty
- Factors Affecting Customer Loyalty

6. CONSUMERS' LOYALTY

6.1. Introduction

Despite new research on purchasing habits and population dynamics showing that a structural change has undergone an effect as a consequence of the current financial recession, retailers and manufacturers may need to respond to changing customer buying preferences in order to survive in today's shifting environment and in the economic recovery era.

Customers would be more diligent and purposeful in their purchases, while overt shopping would give way to more aware or rational consumerism. The Widespread deal-search would be accompanied with more selection criteria in sales and the usage in purchasing strategies and resources found during the recession. In addition, the wealthy groups of Generation X and Young Generation Y would drive reconstruction investment.

The slowdown has cooled uncontrolled and wasteful spending, giving way to more cautious decisions as consumers gradually opt for online and smartphone deals, evaluate shopping pages, and rewards and incentive schemes. When customers get increasingly interested in utilising these technologies in their buying process, marketers may need to change their tactics to cater to this emerging wave of buyers.

Retailers ought to allow advertising and investment returns-related details more readily available through all communication points of the shopper. Moreover, the proliferation of internet tools and modern smart phone buying applications rendered it simpler for shoppers to locate a particular item than ever before. Which makes it important for retailers and suppliers to refine their search service and paying car search practices.

6.2. Customer Loyalty – What that? How do you assess and regulate it?

Consumers make choices about whether to invest the attention, resources, and commitment each day. They may be company customers between 9 and 5, but users for the rest of the period. In any case, the situation is still the same for the vendor – to make the desired option for their good or service. They're doing this by designing proposals that will:

- Distinction them from the rivals
- Create massive consumer demand
- Showed increased worth

- Develop customers' trust

6.3. Loyalty is More Than Just Behaviour

It's an error to presume that the client remains faithful only because they're always purchasing from you. There are several explanations when a consumer returns sales that have nothing to do with being genuinely loyal. Also note the below mentioned:

- There's also a commercial relationship with the business
- Quite enough time or resources is required to shift suppliers
- You are already a low-cost operator
- Their partnership is with one of your staff, not your business.
- It's difficult to break patterns
- In reality, they could be in the phase of seeking an alternate supplier

If all of that is the scenario, what else do they people think will happen if a competitive rival is moving in and competing for your business model? The simpler and more enticing it is for the consumer to turn, the less convincing the arguments pointed out above are. Satisfied customer is something greater than market routine.

6.4. Definition of Customer Loyalty

There seem to be a number of descriptions regarding consumer satisfaction. And each of them does not know that allegiance goes hand-in - hand with feelings.

- *Brand loyalty is the outcome of reliably favourable personal behaviour, external happiness dependent on characteristics and relative effectiveness of performance, whether products and services.*
- *Commitment could be described as a consumer who tends to feel that the product / service proposition of your company is the better choice. It better satisfies the business model, whatever that might be. They accept the bid if they have to make the buying choice.*
- *Previous consumers are expected to continue shopping from a single company. Significant emphasis is paid to promotions and customer support in order to attract*

new clients while growing their consumer satisfaction. Companies require loyalty schemes that compensate consumers with a successful market.

Ask that you are true to oneself. You're able to please friends and relatives. Because? Due to the extreme intimate relationship you've developed with them. The family members could well be allowed to do something that you don't want, but you remain committed to the connexion. The same refers to consumer satisfaction. You must create an intimate relationship with your consumers to trigger consumer loyalty.

User experience strategy incorporates the tangible, cognitive and meaning aspects of service into one unified environment to create customer engagement.

Consumer engagement is easier than new purchases, and client service strategy is the most cost - effective approach to improve customer growth, customer engagement and customer loyalty. Not only do satisfied buyers boost revenue, but they are often more inclined to buy new , high-margin ancillary goods and services. Satisfied customer lower the cost of public awareness and education, particularly because they become Net Advocates for the company.

In today's increasingly fragmented business environment, consumer service strategies are the most successful way to separate the company from rivalry. Such distinction successfully enhances consumer satisfaction when consumers are involved on a social, analytical, or even moral basis, and when a consumer appreciates a good or service prior, after and after usage.

Consumer experience strategy has seen to be a reliable strategic benefit in terms of customer satisfaction.

Loyalty often involves sticking in there, even though there might be a challenge. It is because the company has been nice to them in the past and fixes problems as they emerge. This indicates that they are not searching for rivals and, when confronted by rivals, they are not involved. It also requires being able to devote time and money and connect with the organisation in order to improve on previous achievements and resolve some shortcomings.

In brief, loyalty implies that a client continues to do transactions with and continues business for you.

The task for companies is to embrace and transform this concept into practical activity, whereby concrete activities are established, and optimal consumer interactions were envisaged. It also requires finding the ways to develop this commitment or to place it in concrete terms so that achievement and loss can be measured, and improvement or regression can be monitored.

6.5. Customer Loyalty can be Measured and Monitored

Committed consumers feel that the services and goods bought by their vendors are comparable to those of competitors. There are also consumers who see their purchases as nothing more than merely transaction - based. They assume that there is still a partnership that is greater than just the goods or services they purchase. Commitment calculation implies calculating the frequency of this partnership among the consumer and the vendor, among the company and the client.

This is impossible to quantify the degree of consumer satisfaction inside the partnership, which is why businesses sometimes resort to merely describing satisfaction as the amount of sales produced or the persistent cycle of purchasing behaviour. Even telling the consumer explicitly whether or not they are 'loyal' would not have a clear test. Customers would also claim that they are committed – concurrently – to several suppliers.

all they were aiming for is testing the beliefs as well as the habits that we already make up this definition of loyalty. For instance, a few of the essential behavior and attitudes required of a satisfied clients entail:

- Your goods and services are going to be suggested to others
- The probability of continuing to buy the goods and services at the same pace, at a minimum.
- Probability of buying those goods and services that you provide
- Trusting that the goods and services are equivalent to those sold on the marketplace
- Not deliberately searching for new services to substitute you
- Provide the business with ways to fix issues and not use them as a justification for undermining the partnership.

Depending on the client's answers to queries such as these and others that measure particular facets of their relationship with your business, a loyalty database of your consumers may be developed. Loyal customers groups categorise clients as Supportive, Hostile and Weak.

The framework for the classification of allegiance must be adequately versatile to identify and compensate for the individuality and particular circumstances of every specific company or entity as well as the world in which it collaborates. But it must still be focused on solid, well-tested testing concepts and established modelling.

Economic performance involves attracting loyal clients that are directly connected to the company. Tracking the top / percent of the clients in the Loyal category and doing whatever

it takes to raise satisfied consumers and at the same time that those that are insecure should be the goal of every company.

6.6. Profiling Loyalty Segments

If client satisfaction categories are created, full characterization is given on the basis of relevant customer identifiers. (This knowledge is typically accessible from client accounts in companies and other existing consumer data sources). Contrast of segments around the retention profiles can expose important – and potentially beneficial – discrepancies that can normally have stayed secret.

The definition presented here is a business-to - business consumer satisfaction profile. Notice that variation between forms of loyalty is not uncommon. For this business, it was quite useful to hear, for example, that their clients on the West Coast were even more insecure. Although at a relatively early stage of their study, this result, along with the opportunity for market share, indicated a strong need for corporate reform.

	Faithful	Neutral	Vulnerable
Size of the segment	22 %	47 %	31 %
Annual Expenditure's Average	\$ 25, 900	\$ 18, 400	\$ 20, 100
Expenditures Received Share	62 %	39 %	19 %
Product Line Purchased Percent	37 %	20 %	13 %
Average Size of Customer Organization	Medium	Medium/ Small	Large
Area	East/ west	SW/ SE	West
Critical Need	Product Line	Delivery Time	Order Cycle

However, statistical and informative sampling is just one of knowledge provided by companies to maintain consumer satisfaction. Institutions have to consider why loyalty groups arise – why are certain consumers faithful and others weak or only friendly to you? Because they deserve to learn this knowledge straight from the customer — not organisation 's best assumptions or intestinal emotions. Without feedback from the client, companies are kept captive to a satisfaction target that has no solutions.

6.7. Explaining the Loyalty Segments

What else makes one consumer to be faithful and then to be just out of the window? The design of the rewards divisions applies a category to each client, but does not include any clarification as to whether they are in that specific section. The introduction of a reform aimed at enhancing consumer loyalty — in other terms, maintaining loyalty — requires an in-depth knowledge of:

The fundamental expectations of the consumers for the products / services being examined

Which consumers find in the goods and services under scrutiny

Consumer's views, expectations and opinions in regards to the company or its goods and services – especially in places that are strongly respected.

The Brand loyalty facility has built a framework that explains how day-to-day experiences (as viewed by the consumer) between the client and the company can eventually influence overall organisational expectations and contribute to (or not) loyalty and behavioural attitudes.

Implementing the loyalty concept to specific businesses demands that the consumer interaction be broken down into its different facets – beginning with day-to-day behaviours and finishing with critical habits that are understood to affect loyalty. Recognition of organisational-specific model components usually starts with the Investigation Process. This process describes the possible valid factors for consumer satisfaction and forms the foundation for more qualitative evaluation.

Influences how people view all facets of brand success and measuring their effect on total consumer satisfaction is essential to comprehending the necessary steps to be taken.

These components, perceptions and behaviours, which ultimately contribute to the success of your company occur in the corresponding illustration.

In addition to collecting input on results and expectations, consumers are invited to discuss any issues they might have faced, as well as the degree to which they have been addressed.

The preceding chart describes the real outcomes for one organisation. Notice that many critical pieces of details are included: importance effect loyalty, success scores (Excellent and Really Nice reviews) and difficulty feedback with each loyal customers Segment:

	Impact Level	Loyal	Neutral	Vulnerable
% who experience problems		13 %	17 %	40 %
% of problems unresolved		11 %	22 %	63 %

Overall sales	1	76 %	63 %	51 %
Overall customer service	2	81 %	54%	47%
Order cycle time	3	62 %	65 %	41 %
Desired delivery time	4	70 %	43 %	43 %

Many of our consumers have heard from this one map, however they know first and foremost that

"The views and attitudes of faithful consumers are different from those of impartial consumers. The difference between those defined as Trustworthy and Weak is much broader.

6.8. How to Increase Customer Loyalty

The most critical aspect in today's market is undoubtedly consumer satisfaction. It not only takes repeated companies but also converts by word of mouth into more prospects. There are three tips I find helpful to boost this essential marketing parameter.

6.8.1. Follow The Rules.

In the end, consumer retention is the secret to having the consumers create and retain loyalty. The first one, which allows one to handle everyone as we want, will take effect on business with anything as easy as a 100% fulfilment pledge. With this way, it's necessary to stick to the 'Golden Règle' and the "Platinum Law" of Google. The Golden Rule might well be a definite law but can not neglect its value for keeping consumers.

In contact, the Platinum Law encourages one to communicate with individuals as they desire. If you are reached by email, follow up by email; if anyone else contacts you by social media, respond by social media. In addition, if you neglect to reach a client, please take the advice. Don't gamble with texts in the hopes of a burning fire; the loss of touch is impossible. There is a cause.

Together, when you develop a stable business-customer partnership, these two principles go hand in hand. This is an important partnership that would hopefully be mirrored in the retention results.

6.8.2. Take Content Relevance Into Account.

Google is no more providing the search results for SEO robbers, who use prevalent search terms in meta Tags and hyperlinks to customise their pages. Rather, the web browser also assesses the quality of all websites and rewards websites appropriately. Be sure to adapt the material according to who the traffic is. In this regard For instance, in much more than 24 countries around the world our company operates and we give tailored websites knowledge which is drafted to each country in a cultural way. On the road, we have material for every place and are addressed in the dialect used by the natives of that region.

You may also take it a step further and change the other publicity strategies in a similar manner, like those offline. In our own expertise: various CPA businesses have customised marketing items supplied by our business. The largest share of activity we do with these customers takes place during January as they brace for the rise in workload in the beginning of april. Another thing we do is print a 1040-shape bundled around a pad that really resonates with our customers. It's enjoyable, and it's a success.

6.8.3 Set up a partnership between entities with each particular customer.

Your responsibility is an vital element of consumer satisfaction. If you assume that they have built a real and mutually beneficial partnership, customers will almost certainly stay loyal to the Company. Taking the chance to reach a consumer at a specific level. To be far more accurate, assign each particular client to a particular board of members. This allows you to build strong partnerships with any client and, above all, to provide you with useful knowledge to be utilised during follow-up possibilities.

Most people do not anticipate a customer support agent to inquire about a celebration or a latest work opportunity for their son. Coordinate the activities and have an eye on things such as these will help establish a partnership.

6.9. Why Is Customer Loyalty Important

The main source of an organization is consumer. It is important that their desires are fulfilled and addressed. Without a company taking care of its employees, consumers may not engage

in the same way. ferocious business rivalry allows businesses to continuously develop their consumer interactions.

Satisfied customer is really important for you, of whether you're a Mum and the Pop Corner or a worldwide corporate company. Consumer satisfaction may be generally characterized as a customer's ability to buy the goods or services in contrast with similar items on the market. When it comes to brands it is sometimes referred to as "market loyalty." An important part of any corporate plan should be to devote time and resources in cultivating consumer satisfaction.

If business owners generally call of "advertising," they prefer to concentrate on activities which increase sales. When you broaden your company client base, you have to move for well-established targets, but we cannot forget the value of maintaining current customers. For several purposes, it is important to promote consumer loyalty (or brand loyalty). Four of the key factor's consumer loyalty to your organization are listed below.

6.9.1. Word-of-Mouth Promotion

Happy supporters may even introduce potential subscribers to your business. Consumers who seem to have a strong experience with companies want to speak about it. Happy and pleased consumers who keep on returning again to you are more likely to recommend to those who will require your goods and/or service.

6.9.2. Opportunities for cross-selling

Consumers that show loyalty to the brand get a partnership with the company. They expect you to offer premium goods and customer support. This offers a tremendous chance to address more of the expectations of your clients than the conventional ones you already fulfil. Then what does that say to you? You will enable offers to existing consumers across product categories and thereby boost the total market amount without trying to rely too hard on gaining new buyers.

6.9.3. Profit from the Uncertainty

Let's face it; often things go awry-even with the strongest corporations. Often we receive a wrong request, we don't reach a deadline, or we can't perform on commitments given to

consumers. These kinds of errors will hurt the credibility of your company in the eyes of a potential client. A planning mistake can render the company look unorganised and inefficient. This is a really simple path to destroy your clients. Excellent thing is that faithful consumers are far more prone to profit from concerns and/or ignore mistakes. If you retain the standard of customer support and the consistency you need to build brand loyalty,

6.9.4. Revisit your market

Loyal buyers, perhaps by necessity, would consume the products or services over time. Based about the kind of company you have and what the revenue period is like, you might wind up delivering as much to one regular client in a year than you may ever sell to 10 first-time buyers.

6.9.5. Helps protect you from the competitive market

The much more reliable the clients seem to be, the better you would be out of competitive advantage. Maintaining deep customer loyalty will render you completely resistant to competitive powers. This is extremely relevant in markets where new entrants frequently join the competition.

6.9.6. More Number

When you establish partnerships with your existing clients, it will become relatively easier to deliver them in higher quantities. This can occur automatically, or you can want to facilitate the method for your clients. In either scenario, higher quantities imply better revenue, which results in higher net income.

6.9.7. Reduced Cost

By fostering customer satisfaction, companies are building an arsenal of powerful advocates that can compete in their strongest marketing activities. This aggregate advocates will help to save massive branding and promotion costs for businesses, since word-of-mouth is really a powerful and cost-effective promotional tool. In addition, customer stabilisation activities are easier than the acquisition of new customers. Creating loyalty is a large customer base that helps the business rise significantly.

First of all, the people were willing to support you should bad things happen.

6.9.8. Incentivising comparisons

The consumer value cycle is getting more complicated and just before a certain company starts the buyer's path to purchase. Furthermore the first interaction should begin with consumer client relations. If a company does not create a system to attain out to current clients with the appropriate knowledge, it is normal to miss prospective buyers. The easiest approach to guarantee that 'potential' turns to 'actual' revenue is to ensure that prospects connect with current consumers who would accept the appeal of a specific brand. And besides, current customers serve as net marketers and shape significant market voices.

6.9 How to Build Customer Loyalty

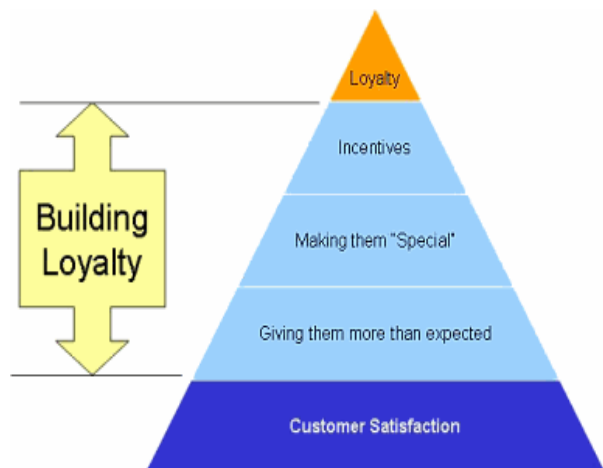
6.9.1. Provide Customer Incentives

Consumer rewards offer customers a motivation to go back to your company. They function in a number of forms; purchase two and get one free, regular shopper's coupons, promotions, add free customer support, rewards, and gift certificates all give customers the desire to select your company as they plan to invest their hard-earned dollars.

Coordinate the reward package with the campaign strategies to guarantee that the offer is acceptable for the target demographic. You will use the reward scheme to improve sales in sluggish periods and to market innovative goods.

6.9.2. Communicate with Customers

Even if it 's an weekly update, a monthly calendar, a tune-up notification insert, or a holiday greeting insert, set up a framework to reach out to clients you already have. Devote time to building and preserving a record of contact records, namely cell, email and postal mailing address. If the company has a social networking aspect, welcome users to your website / blog to maintain the autosave component exciting.



Know that all the posts do not require attention — some can support the society or others can be valuable details. Connection is going to pay off in the long term.

6.9.3. Provide Great Customer Service

6.9.4. Strong customer support requires to satisfy the consumer expectations in an additional mile. Customers note that they are properly served and good consumer reviews are replicated. Take note of consumer questions and grievances. Through letting you realise that your clients are disappointed, they offer you a chance to correct their issues and enhance the service.

Be sure your consumers connect with you, whether it be in person , by telephone, or via text, in a simple and open manner and ensure you have someone permanently named to customer support. Please note to keep up-to - date and optimistic with your clients. Your credibility is at risk.

6.9.5. Appoint True Ambassadors.

Advertisers support consumer feedback services that encourage existing members to invite rewards club mates. Networking sites might aid, but Facebook loves isn't the main outcome. Through inspiring the supporters, render their authentic representatives. Give them deals and encourage them to try something special. Individuals prefer to spoil buddies, particularly if they have no expense. Give more value to the strongest clients as they carry the crew with them. We would love their improved popularity and make it look impressive and give their mates true worth.

6.9.6. Build Employee Loyalty, Too

"Fish stinks from the head up," there is an ancient phrase. Placed into a positives context. Faithfulness begins from the surface and continues across the entire business. They can gain the confidence of your colleagues if you are professional. All workers are delighted to collaborate with and for you as you are instrumental with any of your interactions. You can win their trust if you're honest with any judgments and behaviour and able to defend your workers.

All this will create the allegiance of your workers with you and your organization. They'll feel confident about their work and express their confidence with your clients if you commitment to your workers.

6.9.7. Keep Them Coming Back

A stable consumer base is one of the keys to a prosperous market. In total, 80 percent of a profitable organisation is held by 20 percent of its clients. In addition, you are highly advised to keep this core community of consumers satisfied. The expense of recruiting new clients is considerably greater than retaining ties with current customers. However, so many firms ignore this existing client base for potential clients.

If the aim of your company is to survive long and happily it would undoubtedly profit from every attempt to generate consumer loyalty. There are then ten strategies for growing consumer satisfaction and sustaining it.

6.9.8. Promote Product Awareness

This could sound clear, but in the intense daily grind of the marketplace it is often overlooked that the production about your own service or product is important. Be sure your workers learn all they can regarding your goods and facilities, like outdated displays that still sell constantly.

Split the organisation into divisions to demonstrate who works and what isn't running. what's popular. Discuss the company's past, and why the goods became hits. Learn how certain regular buyers are purchasing and inventory these products. Discuss how innovative technologies arise from existing goods and inspire brainstorming of potential innovations.

6.9.9. Build a Reputation for Reliability

The credibility of the business is strongly tied to the value of the services and goods. The more trustworthy such are, the more probable the business is to get a strong credibility.

When you inform you that a order will be delivered on sunday. If you claim a service is delivered by 3 p.m. Doing the utmost to do so on wednesday.

Be positive, interact effectively, uphold commitments and guarantees, and take care of the time and requirements of the consumers. When anything bad happens, let customers understand and pay for the loss instantly.

6.9.10. Let Your Best Customers Skip The Line.

Everyone hate waiting. You will stand by if you really like your good or service, but do not threaten your loyalists by keeping them in the cold or the sun. Marketers recommend you

consider your most loyal customers by supplying them with benefits, such as a different path, early buys or immediate seats. Find a way for them to relax while waiting. Show how much you love your time and respond with humility and faithfulness.

6.9.11. Train Employees Thoroughly

The identity of your business is your workers and skills development will allow them to thrive your organisation. Practice sessions ought to be a fun experience; repetitive development programs are a wasting of time and resources and promote an adverse commitment to the business.

Motivate the staff to invest in preparation and illustrate how they can be helped and why they are beneficial for company. On-the-job instruction is an outstanding form of educating that allows implementation of best practise on-site.

6.9.12. Don't Hide Behind Technology

Be certain you advise clients specifically how to find a actual human to support them with this. The annoyance that you can not get to an individual in an organisation is so common that for several years comics it is entertainment.

We have always seen poking details on our telephone while we strive and find someone to support us, or hear constant music and give up at last .. The happier a client is because it has a complaint, the better it is when he can see the consumer again.

6.9.13. Address Customers by Name

Be sure both you and your workers know frequent clients' names. This style of care is essential and polite, and it is one of the reasons why customers return to your organisation.

Create it a practise to exchange your name with your clients directly, and inspire the workers to do the same. Individuals have a stronger bond because they remember the number of one

another, as it sets the tone for the confidence essential for a long-term partnership. Brand awareness often indicates the consumers are prepared to be responsible.

6.9.14. Be Flexible with Policies

Notice that each consumer is a person with specific situations and specifications. Do it all to fix issues or grievances of consumers. Don't say that until you meet the person and see it from their own point of view, you grasp the case.

You have a greater chance at holding up your company if you prove that you are learning, but you can not solve this dilemma entirely. Customers will never recover, responses such as "That's our strategy."

6.9.15. Get Hyper-Personal.

Customers would like to know you worry for them. Create and deliver a note that helps the clients to feel valued by the team when they return .. You are able to deliver a message to their mobile device, which reads: "Hey Mr X, welcome back to ABC Business! Congratulations on your 10th visit — how about free ice with meal?"

6.10. Factors Affecting Customer Loyalty

The trend in consumer satisfaction has grown in subsequent decades. Globalizing rivalry, saturating economies and emerging digital technologies have increased consumer perception and brought in a circumstance in which standardised goods costs and quality no longer produce long-term performance. Rather, businesses focus on a long-lasting partnership with clients. As per previous research, attracting a new customer may cost as much as 6 times as retaining an current customer. We may also see that rising and attracting existing clients have been a crucial aspect for the company's long-term growth. Advertising has moved from attracting potential clients to keeping current consumers. Satisfied customer is actually one of the biggest problems confronting companies. The development of loyal consumers became increasingly relevant as rivalry and targeting markets grew dramatically. Business owners aim to retain, reward and develop long-term consumer partnerships via customers satisfaction. While many businesses to succeed, the creation of a community of committed and happy consumers is crucial. The point of departure is to know the impact on consumer satisfaction of the variables like faith, product appearance, customer interaction and customer

support. In developing markets such as India, identifying factors that influence consumer satisfaction because of the relentless proliferation of new players in potential industries is more relevant. The need for study of consumer satisfaction determinants for long-term viability has contributed to large-scale privatisation in India.

6.10.1. Image of Brand or Supplier

One of the most significant considerations is the reputation of manufacturer or retailer. Customers can use their favourites to show their own image. This will happen at the layers of awareness and subconsciousness. Customers like products with characteristics that conform to the characteristics of their (malleable) self schemes.

6.10.2. Commitment

commitment represents the intention of spending money in partnerships as a form of stability. Morgan and Hunt described partnership responsibilities as their convictions that the continuation of their relationships is vital and they are prepared to make any attempt to sustain this partnership. transaction partners. Relationships are focused on reciprocal interest which can support all sides on a long-term basis. Many other studies have shown that dedication, the main meaningful measurement for allegiance, constitutes an interpersonal, psychological bond with a commodity class product. It forms a large predictor of loyalty. A standard of preparation engagement is part of behavioural client loyalty in respect of those particular qualities correlated with the Company.

6.10.3. Completeness

The far more prominent focus of experiments was the allegiance influence. Many other studies also shown that the linkages occur between standard of service and service quality: satisfied staff remain loyal, dissatisfied consumers remain shifted to another company. Continues to improve customer satisfaction. If they are satisfied, customers may either switch (i.e. transfer to a competitor) or express a complaint. Investigators find that 60-80 percent of customers striving to meet their adversaries suggested to be satisfied with the survey before losing. There are also some other dimensions of customer engagement in addition of fulfilment.

6.10.4 Customer Service

It may be as important as the product itself if the business is behind the goods. Clients, who would have had a misleading experience purchasing your goods, would have a strong guarantee and fast resolution of queries.

6.10.5. Convenience

Some faithful consumers just walk away as they purchase consumer goods because the shop at which they purchase the commodity routinely runs down or no longer sells it. They may indeed like your product, however, after all, other products are available and they have little time to try your brand.

6.10.6. Personal Relationships

The manner in which consumers such as salesmen, merchants or your own officials can retain or violate customer satisfaction can be viewed by third party companies. Some don't purchase the goods as much as they "purchase" the individual to offer it.

6.10.7. Rewards

Consumers would like to continue doing business with them, specifically if they have attractive choices. Providing your regular customers with discounts, incentives, and all kinds of unique treatment will not only hold them out of the way but also maybe the explanation why they mention it to your mates.

6.10.8. Expectations

The service should stay entirely up to the standard. Not only must it carry on with upholding its brand commitment and stay significant, it must remain consistent for price, reliability and accessibility.

6.10.9. Reputation

whether the brand performs in the media may affect long-term ties, both commercial and social .. Economic, labour and procurement activities of the businesses are now exposed to an extremely open environment where customers feel they are voting in their transactions.

6.10.10. Trustworthiness

The truthfulness of a spouse is a consideration that has a definite effect on the formation of fidelity – no one wants a long-term partnership with a spouse that can not be entrusted. Reliability is a standard for evaluating the honesty of a spouse. Most meanings define loyalty as a willingness to preserve a good or significant friendship. Consequently, the criterion of allegiance is dictated by the value of the specific partnership or collection. Which implies which familiarity is a decisive factor for the quality of the partnership. The findings revealed the role of seller to be a significant component of making partnerships more intimate. Studies have found that brand faith is closely linked to both buying and affective commitment. Many scholars have stressed that confidence is necessary in circumstances of ambiguity.

Loyalty is a vital performance element in good customer partnerships, since customers need to trust the organisation before they participate in transactions with the organisation. Prior research encourages a favourable association between confidence and satisfaction, as the existence of confidence enhances the degree of success and gives rise to increased happiness.

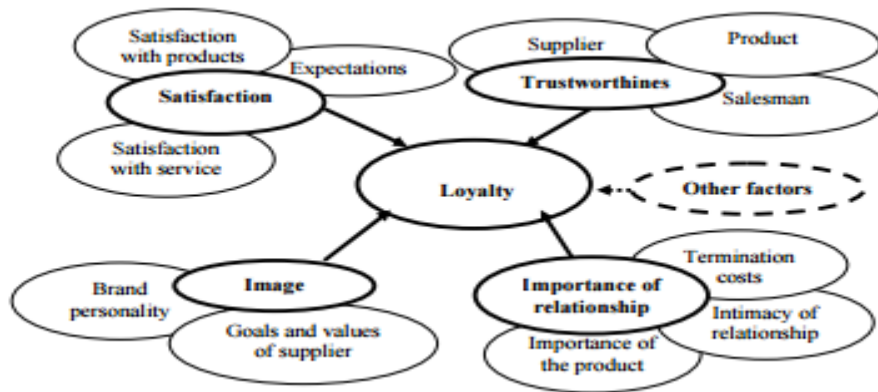
6.10.11. **Community Outreach**

When you advocate for something outside your goods, when you help causes that are important to your clients, and when you invest in their culture, you create a connexion of trust that is hard to crack. This offers them a social justification to be and stay faithful.

Like several meanings define loyalty as a willingness to preserve a good or significant friendship. (Moorman , 1993: 318; Morgan, 1996: 24;) In this sense, allegiance is decided by the value of the specific partnership or collection. Weiss (2002) points out three factors that may improve the value of the relationship:

- Strategic value of the product;
- Strong risk involved in the deal or
- Costs borne by the cancellation of contracts.

Overview of the aforementioned review The following table illustrates the key classes of variables influencing consumer satisfaction.



Other considerations not seen in the chart are, for instance, market, price operation, delivery, presence or dominance of substitutes (Farley 1964: 9–10); social status, consumption trends and other human and environmental variables (Kanwar et al . 1993: 689); advertisement burden, option restrictions (budget limits, work pressure), consumer condition (Lattin 1997: 98); dual danger jeopardy.

Chapter - 7

Chapter – 7

Outlook of the Chapter

- Problems and Prospects of Indian Retail Sector in New Economic Regime
- Factors Contributing To Development of Retail Sector in India
- Challenges Facing the Industry
- Impact of Organized Retail Sector
- Impact of Organized Retail on Employment in India
- Impact of Organized Retailing on Agriculture in India.

Retail business challenges and opportunities under the current economic system

1.1.7.1. Factors that lead to the growth of the retail sector in India

7.1.1. IT Revolution

The Internet revolution is rendering Indian customers more open to the rising impact of domestic and international retail chains. Scope of the T.V. satellite. Channels are starting to render local consumers conscious of global goods. About 49% of India's population is under the age of 21, and this would rise to 65% by 2015. This young generation, which is tech-savvy, consumes more than 50 satellite TV channels and has the largest inclination to invest, would make a significant contribution to the economy.

7.1.2. Economic Growth

India is one of the most quickly developing countries in the world. The spending power rose by 18% around 1999 and 2003. Through the tech sector and the BPO business, young people have the resources to invest of equality.

7.1.3. Demographic Shift

In the 17-21 year range, India serves approximately 100 million inhabitants. Approximately 30 - 40% of the indian population has been under Twenty, and this will rise to 55% by 2016. A wide pool of trained young adults, gainful and able to invest consumers may decline as the average Indian age becomes less.

7.1.4. Liberalization

The growth of the indian economic system, that further resulted in the introduction of the commercial market, has resulted in an increase in the variety of possibilities provided to millennial customers by the MNC retailers including Kellogs, Unilever and Nestle. India has an immense middle class, and per capita incomes are rising. India is ranked fourth in purchasing power parity (PPP) terms worldwide in recent research.

7.2. Difficulties faced by the Industry

7.2.1. Space and Infrastructure

In order to establish a shopping center or a Store, two main considerations are added to it: real estate and utilities. Expense and affordability of these two variables are hindering development and the rapid expansion of high-end retail sector in india. The shortage of secondary facilities often concerns the distribution and operations management of such retailers.

7.2.2. Fragmented Nature

Even though experts understand, just under 1.5% of the supermarket industry of india is organised. We have about 10 million retail outlets, of which 97% are smaller than 499 square feet. This indicates that perhaps the indian retail sector is extremely fractured and unorganised.

7.2.3. Requires to fund the industry

The scarcity of prestige of the sector impacts the funding opportunities of the company and thus therefore threatens the development of the company. In the current situation, the companies who have made it big in this sector and those that have had large pockets and have been willing to spend extensively in this market.

7.2.4. Broad tax structure

The policy should amend current tax policies that could otherwise impede the development of the retail sector in the long term. The tax issues actually confronting this sector are as follows:

- Differentiated sales tax rates around the world.
- Medal with multi-points.
- Income tax fraud by smaller retailers.

7.2.5. Supply Chain Bottleneck

Weak infrastructure is still the bone of contention for potential retail expansion. Apart from production, technical limitations, limits on purchasing and transportation of food crops, the scarcity of storage for the cold chain, the long line of intermediation are the other challenges currently confronting this sector.

7.2.6. Financial Capital

Recruitment, preparation and management of human capital is a big problem for large retailers in India. These retailers have a quality and class to uphold and because of this their running expenses are rising. Retailers such as Crossroads and Shopper Stop give workers a strong pay plan and often build a consistent atmosphere in which staff are fortunate to work with the company.

7.2.7. Labor rules

Established labour regulations in India are obsolete, irrelevant and not in keeping with the country's actual economic and social climate. The statute forbids businesses from recruiting workers on a temporary basis, which, on the other hand, makes it impossible to handle 365 working days.

7.2.8. Constitutional issues

Because retail is an industry that hires a significant proportion of the nation, the retail business often has a political dimension. Populist measures also stifled development to a degree.

7.3. Impact of Organized Retail Sector

7.3.1. Kirana Shop Will Still Rule

During the past many decades, retail industry is booming and has added as much as possible to India's GDP, numerous major companies are participating in this field, and as FDI participation is also encouraged by several retail groups such as Woolworth, Wal-Mart, Tesco, who've been ready to invest in this field and are coming into the market in partnership with the Indian community. But there emerges the issue of what the future of kirana shops will be, whereby 97 percent of the Indians purchase regular food from such stores.

Who mostly anticipate major businesses like Wal-Mart to arrive in and consume small kirana stores must take a moment and think. Will Large Retail actually do it, huh? Only glance about what the typical kirana store gives to the typical Indian family. Next, it's just a stone's throw away. But, whenever the family wants anything, it's easy to just walk around and get it, even though it's as plain as a piece of bread. Furthermore, there is confidence that all things are new and fairly priced in the pleasant neighbourhoods of Kirana-walla. Third, there is free home delivery, typically on a bicycle, for daily monthly items, colloquially named "rush." And now the next and perhaps most significant point is that there is cash. Although the shop

owner has sufficient information about families in the region, only jottings from a small pocket-sized plastic-based journal may possibly be used for the payment.

For exactly these factors, the overwhelming majority of middle-class Indians also shop in one of lots of small kirana shops. And there's no chance that Wal-Mart or even smaller major retailers like Food Market, Big Bazaar or Rely will attract a slice of the middle class large enough to bring the kirana store out of operation for at least a few decades to come.

The very upper middle class is the tiny portion of the population that has kept the Food Market and the Major Bazaar operate efficiently. Families in this section have a vehicle to schedule frequent or biweekly drives to the major stores. This families already buy a tonne of prepared food goods and it makes sense for them to drive the extra distance. They don't need recognition for these households. But even these families would always purchase a large proportion of their food from nearby kirana shops. This portion of the population is very tiny. It's growing, but it's not growing quickly enough to gobble up the core clientele of the kirana store-the middle and lower middle class.

The danger from Bharti-Walmart or Tata-Woolworth wasn't to the nice Baniya community, but to retailers like Big Bazaar and the Grocery Sector. These desi retailers have been raking in the moola since the upper middle class has risen in the last 5 years or so, there has been an improvement in salary levels in that category.

So there's not enough rivalry. With far more players coming, the rivalry is going to get intense. And the earnings are likely to go down.

7.4. Impact of Organized Retail on Employment in India

- Large supermarkets such as King Fisher and Carrefour recently made substantial investments in local businesses in which they are involved. In this phase, customers, retailers, producers and workers have increased living conditions and have provides additional output and quality jobs.
- Thirty-five million to 40 million feet were generated in 2007. Global trade impact would have been the most noticeable at the very lowest of the community, so prospects for rural youth such as non-agricultural jobs and increased standard of life would be opened up to current agrarian economy.
- In India, 21 million workers are now working, 6.5 percent of the overall national population. Retail employment is mostly time consuming as well as an estimated 8 million jobs are expected to be created.

- In India the conventional pop and mom shops occupy 97% of the maximum and thanks to their unrivalled accessibility and facilities they have built innovative processes and skills to maintain their consumers. Modern trading firms in India would have to maintain current prices of quality and satisfy Indian market demands in order to take advantage of their strategic advantage. This is partially accomplished by introducing improved systems and technology but also by generating new work.

7.5. Effect of Organized Retailing on Indian agriculture.

- The effect on the productivity of the supply chain would primarily be on the agricultural sector. Managed retail food sector among the least established in India. If one aims at the ethnic food network through farmland to refrigerator delivery of many of these food chains, it includes multiple middlemen and waste during transportation of many of these food products, that comprises various middlemen and waste while storage and transport. Accumulated waste around the production process will range from 25 per cent to 42 per cent.
- The involvement of major local and multinational corporations has allowed India to have a reasonably integrated and established non-food production process. Even so, India is still missing in the last mile delivery section. India's supply chain appears fractured and unorganised.
- Creation and introduction of digital trade in India would result in decentralisation of the food industry, and also expenditure in technological improvements and value chain activities. This would minimise wasting and duplication of labour leading to better production and better price retail outlets for producers.

Around the same period, customers would be able to buy a greater range and a higher quality commodity around comparatively low costs. The Nation, however, has to make effective regulatory improvements to the mechanism in the global food supply.

Chapter - 8

Chapter – 8
Outlook of the Chapter

8. Research Methodology

The Research Methodology is a systematic method for carrying out the review. Sociologists focus on a variety of primary and secondary research, including study, objective analysis, respondent appraisal, and secondary data. Statistical approach are directed at categorising, evaluating and constructing statistical models to test hypotheses and explain observations. Qualitative methods are designed to provide a complete and in-depth description of the observations, including the background of events and situations.

Methodology of research is the specific techniques or tactics used to identify, choose, visualize and interpret information regarding the issue. In the review paper, the Methodology segment allows the reader to independently assess the overall viability and usefulness of the study. The Theoretical Section answers the following two main responses:

Objectives of Research

Study shall involve

- Defining and redefining the conflicts
- Formulate the theories or the alternatives proposed.
- Collection, arrangement and assessment of results.
- Make assumptions and findings for comprehension
- And then, cautiously evaluate the assumptions to decide if they match the hypotheses of the formulation.
-

Research Design

"Plan your schedule and function your job" is Napoleon Hill's advice. A project plan must be planned for science study. It may show the different methods to be used to address the study issue, the origins and knowledge relevant to the task, the timeline and the expense allocation. Basically, the architecture of the study is the basis of the whole science process. The architecture would enable the mission selected to be carried out quickly and efficiently. The academic analysis will be begun after the study concept is finished. The very first phase in the real work is to understand the law of the situation. In general, statistical approaches, computational procedures, methods used in the study and other related data and instruments required for the current thesis must be gathered and studied.

- My study style is fundamentally qualitative of nature. The current research explores customer attitudes against the goods and services of Patanjali Ayurveda Ltd.

- It also discusses the professional and individual variables that affect customer buying decisions.
- The possibilities and outcomes of Patanjali Ayurveda Ltd. Items under the current economic system will also be analysed.

8.1. Sampling

Sampling is a mathematical research method that involves a fixed number of findings from a wider community. Depending on the form of research being conducted, the technique used to survey the wider community may involve a basic purposive selection or systemic sequencing. Sectional sample study carried out in order to accomplish the analysis goals.

Sampling is a mathematical method for the collection of a quantitative methodology; it enables one to draw statistical assumptions on the community.

8.2. Sample Size

Selection of the sample size is the process of determining the amount of findings or replicates to be used in the experimental survey. The size of the sample is an essential aspect of any scientific analysis in which the aim is to draw inferences regarding the participant population. In fact, the sample size included in the analysis is calculated on the basis of the cost of data processing hence the need to provide accurate statistical capacity. In complex experiments, several separate sample sizes could be used in the study: for example , various large samples by each layer would be used in a heterogeneous questionnaire.

- In the research, Massive Outlets of Patanjali Ayurveda Ltd. took sample size of around 800 customers at 10 big retail outlets.

8.3. Target Customers

The word target market is described as the particular category of customers who are the subject of the company's advertising. This attention is conveyed through the internet and by the usage of broadcast, video , audio and print capabilities. The customer base is close to the retail market; nevertheless, the main distinction is that the target user is a particular category inside the target market.

Targeted customers are the people whom have marked you although quite likely to buy your goods. This is a far more differentiated section of your target group, since you have defined

some facets of this customer. Such elements which involve a particular age rather than a selection, a certain amount of income over a wide variety of levels of money, as well as the most possible motives for certain consumers to buy your items.

- In my study Sample unit were youth, households and major retail outlet.
- In the study Desired information collected by meeting Retail outlet Executives / Sales Personnel and the consumers.
- The target areas of the research was Lucknow and nearby areas of Lucknow (Sitapur, Sidhauri, Itaunja, Ataria, Unnao, Barabanki, Faizabad, Hardoi).

8.4. Scope of The Study

Apparently, the area of the research refers to all of the topics discussed in the research. It specifically determines the amount of material that will be addressed by the methods of analysis in order to arrive at more rational results and to provide definitive and relevant responses to the study. The objectives of the research must be established at a provisional phase and this is very critical. This can not be achieved in the latter phase of the research, as it generates a great deal of doubt about the objectives of the research.

- In my present study examines the potential of organized retail sector in recent Indian scenario.
- My study covers major outlets of Patanjali Ayurveda Ltd.
- Further, problems, potentials and prospects and scope for the outlets of the Patanjali Ayurveda Ltd. also includes in the study.

8.5. Data Collection

The collecting of information is the compilation and evaluation of knowledge on parameters in significance in a systematically defined way that can be used to respond to specified study questions, to validate theories and to determine performance. The information gathering studies were conducted is popular in all areas of study, namely social and behavioral sciences, psychology, industry, etc. Although the techniques differ according to methodology, the focus on maintaining reliable and fair selection stays the same.

There are a variety of strategies for gathering primary data. They are:-

- Questionnaires
- Assumptions:
- Conversations
- Time slots

8.5.1. Primary Data

Key knowledge is evidence that the study gathers utilising the methodology of surveys , interviews and studies from the first-hand sources. It is obtained from original data specifically mostly with help of a structured questionnaire.

- In my research work most of the information of Patanjali Retail Executives / Sales Personnel collected with the help intensive interviews and discussion
- Even I have worked with the persons having knowledge and experience in the concerned field.
- To accomplish objective of my research I have designed an open ended questionnaire for the consumers.

8.5.2. Secondary Data

Supplementary information indicates data that has already been accessible, i.e. can be either released or confidential. Released details can be contained in:-

- multiple journals from federal, state or local governments
- varied reports from western governments or multinational organisations and their branches
- Technical and commercial papers
- Articles, media, newsletters
- Reports and articles of multiple companies relevant to small and medium sized businesses, banks, markets, etc.
- Studies published by academic researchers, academics, economic experts, etc. in various fields
- I my research work I gathered most of the secondary data from relevant national and international sources, through Official website of Patanjali Ayurveda Ltd.

8.6. Tools for Analysis Of Data

8.6.1. Graphical Representation of Data

The actual statistics may be graphically depicted. The diagram is a depiction of the information including visual representations like circles, rows, pie slices, points, etc. The

statistic illustrates empirical details in the context of a contextual system which contains essential knowledge.

In my research work, the data obtained have been carefully evaluated and interpreted with the aid of relevant statistical methods, such as

1. Percentage Analysis,
2. Growth Rate Analysis,
3. Variations,
4. Rank Analysis,
5. Index Number, etc.

Wherever found necessary suitable graphs and diagrams like

1. Pie Chart and
2. Bar Chart

8.7. Hypothesis Testing

Research teams should not seek analysis without any kind of goal or intention. Study is all just performing anything and showing what is being achieved. A research challenge is conducted with a view to producing such performance. That is, until beginning the specific job, as in an analysis, a statistical estimate or a quantitative simulation, we anticipate certain findings from the research. Aspirations are the prediction. Assumptions are logically based hypotheses. They are sometimes described in terms of if-then sentences in any logical type. What we hope to see in the selected study issue could be a prediction. In other terms, the anticipated or possible ideas, depending on the existing evidence and the preliminary hypotheses, represent the hypothesis. Hypothesis is a simple theory or inference to be proven or refuted.

8.7.1. Characteristics of Hypothesis

- The relationship between variables should be specified
- Should clarify the reasons that contributed to the need for clarity.
- It really should be small in nature and be precise
- Should be able to be checked
- It must be described, as far as possible, in the simplest words, so that the same is readily understood by everyone involved.
- It needs to be simple and accurate
- It must be compatible with the widely established evidence and it should be possible to verify it within a specified period

8.7.2. Hypothesis Testing

The presumption of such features of a group. If it defines values for each population proportion, it is considered a basic hypothesis; perhaps even, a hierarchical scientific theory. If one seeks to neutralise the disparity between both the 2 factors of the study (by implying that the variance is of little statistical validity), it is considered a null hypothesis.

Since this research is descriptive in nature and data is classified in qualitative classification (in terms of frequency) so I used the Chi-Square (χ^2) Testing for test statistics.

1.1. Chi-Square (χ^2) Testing

1.1.1. Application - Chi-Square (χ^2) Test of Goodness of Fit

1.1.1.1. **Null Hypothesis (H0)** - here we set up the Null hypothesis H0 that Customers are not Satisfied with the Patanjali Products and services.

1.1.1.2. **Alternative Hypothesis (H1)** – Customers are satisfied with Patanjali products and services.

8.7.2. Procedure of Testing Hypothesis

- pick the location of the sensitive field
- Evaluate the sample value of the selected stats with the conceptual meaning (table) that determines the critical area.
- select the degree of validity of the exam
- use the the related test results
- Construct an alternate or null hypothesis
- Calculate the measured significance of the identified stats from the survey results that use the related method

8.8. Period Of Study

- The present study cover a period of five years beginning from 2012 onwards.
- This period is very significant because it provide a suitable base for making an effective study during economic activities after the major global inflation and then the implementation of FDI and other economic tools in India.

Chapter - 9

Chapter – 9

Outlook of the Chapter

- Data Interpretations, Conclusion and Recommendations
- Data Interpretations
- Why Do We Analyze Data
- Tools To Support Data Analysis
- Presenting the Findings
- Three Common Mistakes
- Analysis of Questionnaires
- Conclusion
- Suggestions
- Future Work

Chapter – 9

Data Interpretation, Conclusion and Recommendations

9.1. Data Interpretation

Introduction

In order to conclude the analysis correctly, it is important to compare the information obtained in attempt for validate its theory and also to achieve the research objectives. As noted in the earlier chapter, these analysis interprets data mostly as quantitative medium.

This chapter incorporates part of the outcomes of this study review, introduction and explanation. Study, review and evaluation of data have been performed in two steps. Its first step, focusing mostly on questionnaire survey, is concerned with a detailed examination of the details. Step two, focused on the findings of the interviews as well as the qualitative research conversations, is the contextual analysis.

Evaluating the survey results is an essential and thrilling phase in the questionnaire survey. It is essential we must include useful statistics and figures for your clients, reveal some of the patterns that you may be ignorant of, or include any information to help your potential plans. By closely analysing the data, you will define the associations here between different data that will allow you to learn more and more about the participants and eventually lead you to smart investments.

In many terms, we may also conclude that the study and analysis of evidence is the step of the project of applying context to the knowledge gathered and ultimately deciding the assumptions, validity and recommendations for the results. The measures involved in the data review phase are a feature of the piece of communication gathered, but referring to the intent of the examination and the appraisal issues would include a framework for the presentation of the evidence and a basis for the study.

Hughes and Hitchcock 1996 : 395 took this concept a level farther, as follows: "The manner its research scientist transitions from a summary as to what is the case to an interpretation about what is the case."

The analysis of the data demanded rational and thoughtful decisions. Often the relatively similar data may be viewed and evaluated in diverse situations. It is also useful to consult other specialists or to take time to consider how various people perceive the same details.

Rossmann and Marshall 1990 : 110 describe "data collection is the method of adding order , structure and sense to the volume of data gathered. This is a maladaptive, unclear, time-consuming, imaginative, yet intriguing procedure. It does not continue linearly; it is not clean. Qualitative approach is a quest for broad generalizations more about connexion between types of data.

9.1.1. Why Do We Analyze Data

The aim of data processing is to collect valuable and accessible knowledge. The research, regardless of how the results are qualitative or quantitative, it may:

- Classify the association among parameters
- Prediction effects
- Start comparing Attribute
- Define and review the details
- Distinguish the relationship between the parameter

9.1.2 Resources that help the study of data

- Tools for qualitative data processing
- Statistical bundles, for example. APSS
- Classification and theme-based research,
- Spreadsheet – easy to use, clear graphics
- Quantitative study of text related evidence

9.1.3. Summary of the results

- Rigorous observations, e.g. UML UML
- Only make promises that the data can be protected
- The best approach to communicate the conclusions depends on the viewer, the intent and the data collection and research conducted.
- Such methods are as follows:
- Graphic depictions (as discussed above) might be suitable for display.
- Using tales, e.g. building scenarios

- Description of the results

9.1.4. Three Common Mistakes

- Take a glance back at the key image so someone will examine his survey findings.
- Since he produced his study, what were the priorities of researchers?
- Have those goals been met by the questionnaire survey?
- Has the data obtained is the correct data?

Would the research scientist get much information to draw a consensus correctly?

If the information review stage is the best time to update your questionnaire unit, the nature of your project should be recognised and held. Often surveyors tend to decipher 'among sides' during data processing. They strive to address questions which have not been raised by drawing inferences and theories. This is nothing more than speculation. Know this basic guideline to stop this tentation:

9.1.4.1. Rule 1: Do Not Alter Data To Compensate For Bad Survey Design

A real flaw created by amateur statisticians is to apply results to a group that was either not part of the survey community or not sufficiently described. For eg, if the Hr department performs a compensation surveys and encourages all workers to engage, many individuals will believe that the findings reflect all workers, because everybody has the rights to engage. When enough workers are involved, the results might be wholly correct, but is it genuinely reflective of all workers? The conclusion is, it focuses on that. If the study gathers details on the backgrounds of workers that may be linked to what is known about the organisation, the findings do represent the business as a whole. Even so, since 80 per majority of the population are women and 50 per cent of the overall employee pool is male, the findings of the study are biased against women citizens. If married workers had different advantages than single persons, the sample results will be less reliable than the outcomes of the married or single employees individually to draw assumptions about the whole population. Know this basic law to stop this tentation.

9.1.4.2. Rule 2: Do Not Project Your Data To People That Did Not Respond.

The sooner you notice defects in your questionnaire planning and data processing, the longer you conserve through study. Unless you do not provide the details you have to fulfil the goals of your questionnaire, you may have to proceed. Whether the concerns are unclear or contradictory, you 're going to have to toss them out. If you don't have an sufficient amount of replies, you 're going to have to find some.

9.1.4.3. Rule 3: If You Did Not Ask You Do Not Know

A whole other typical error committed by many statisticians for the very first occasion is to decide to adjust results to cover for bad queries. For instance, a median can not be determined if a query has a participant indicating his overall family income by means of a number. Most individuals want to solve this by assigning a meaning reflecting the spectrum to each answer. And if both answers are modified correctly, the resultant results are erroneous. Comparably attempting to answer an issue with several options is always misleading as though it was a single query. Know this basic guideline to prevent this dilemma.

9.1.4.4. Summary

- Mean, median and mode are separate forms of 'normal' and can have somewhat separate responses to the same collection of results.
- The data processing that can be performed relies on the data compilation that has been completed.
- The submission of the results does not exaggerate the facts.
- Proportions and ratios are widely utilised for user interfaces.
- Descriptive and analytical data can be obtained by each of the three primary data collection methods.
- Grounded Philosophy, Collective Reasoning and social learning theory are scientific constructs for promoting data processing.

9.2. Analysis of Questionnaires

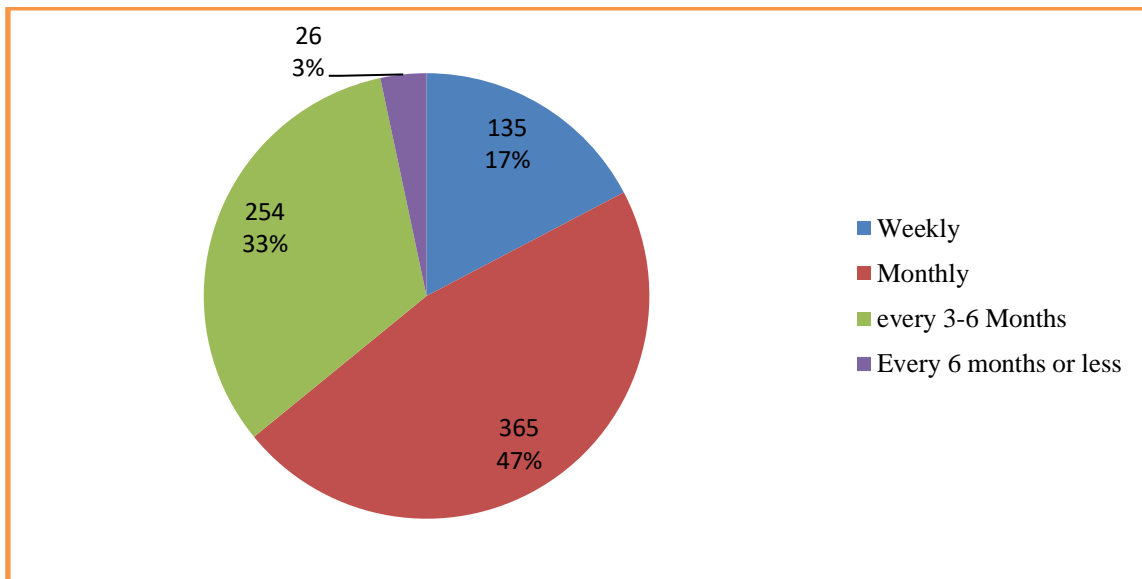
- Just 780 completed questionnaires became the foundation for estimating the outcomes of 800 questionnaires provided.
- Four questionnaires submitted by those who didn't had the ability to attend seminars,
- There were three non-responses and
- Thirteen questionnaires with a number of incomplete details were eventually deducted from the overall response rate.
- This indicates that 20 of the 800 questionnaires circulated were absolutely omitted from the study. The remaining 780 questionnaires were used to analyse the findings.

The obtained data via the survey questions were susceptible to occurrence estimates. In specific terms, the actual answers to each specific query is combined together to calculate the greatest probability of incidence (i.e. the amount of occasions each given answer occurs). These answers to the queries, which are measured, are then described and displayed in percentage form. The study is described and seen in tabular form. Tables representing the variable are used by the researcher to include three or more groups in a separate list.

Q1: How many times per year do you visit the outlets of Patanjali Ayurveda Ltd?

- 1) Weekly
- 2) Monthly
- 3) Every 3-6 Months
- 4) Every 6 Months or less

Frequency	Weekly	Monthly	Every 3-6 Months	Every 6 months or less
Number of Customer	135	365	254	26
Percentage	16.88	45.63	31.75	3.25



Interpretation :

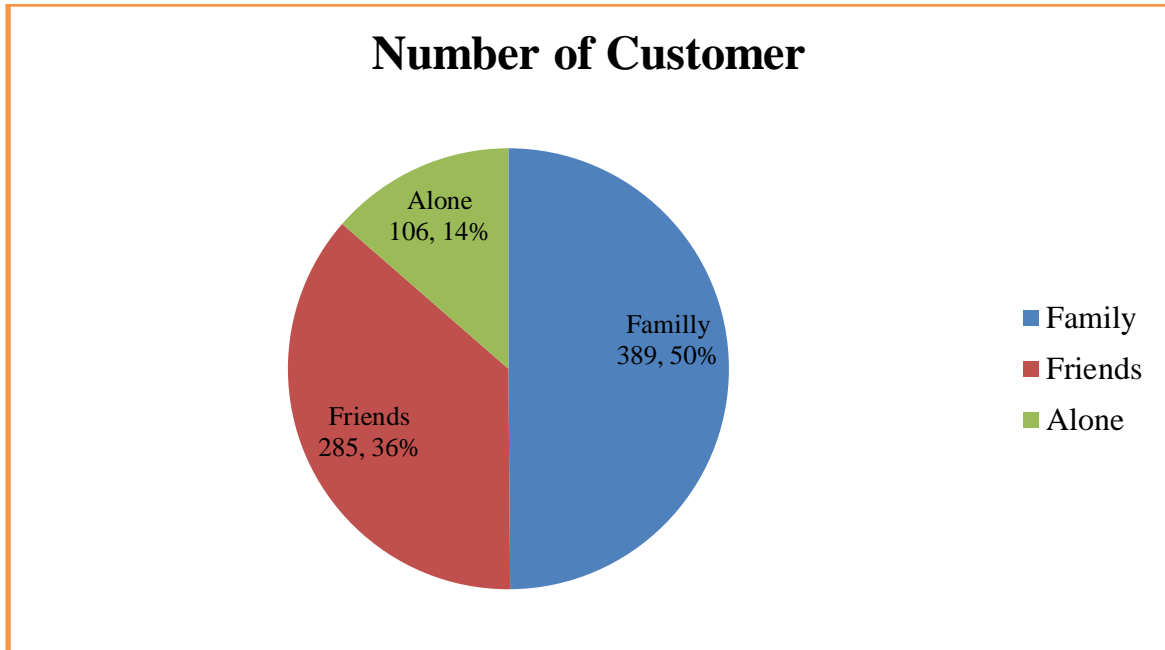
1. Out of 780 respondents, 365 (47%) visit the Patanjali outlet monthly.
2. Total 254 respondents (33%) visit the Patanjali outlet every 3-6 Month.
3. Total 135 respondents (17%) visit the Patanjali outlet every week.
4. Total 26 respondents (3%) visit the Patanjali outlet occasionally, generally every 6 Month or less.

Q2. Do you visit the outlet of Patanjali Ayurveda Ltd with family or friends?

1) Yes

2) No

Frequency	Family	Friends	Alone
Number of Customer	389	285	106
Percentage	48.63	35.63	13.25



Interpretation :

1. Out of 780 respondents, 389 respondents (50%) prefer to visit the Patanjali outlet with family.
2. Out of 780 respondents, 285 (36%) prefer to visit the Patanjali outlet with friends.
3. Out of 780 respondents, 106 (14%) prefer to visit the Patanjali outlet alone.

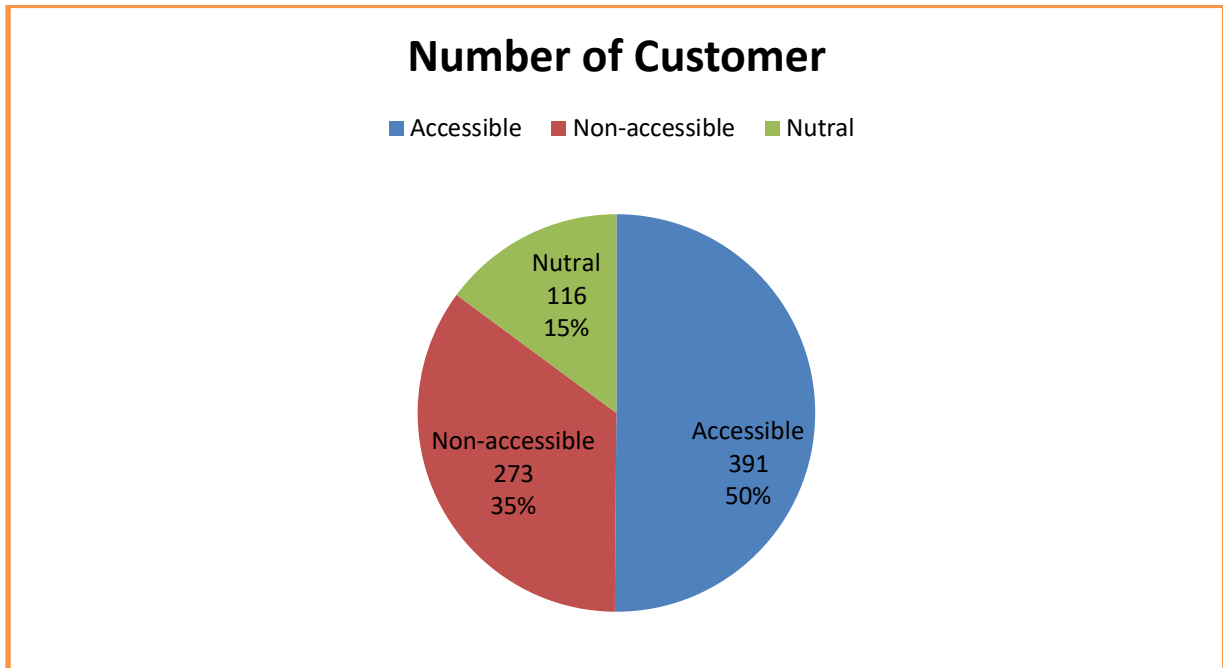
Q3. The Patanjali store is accessibly located.

1) Yes

3) Neutral

2) No

Frequency	Accessible	Non-accessible	Neutral
Number of Customer	389	285	106
Percentage	49.87	36.54	13.59



Interpretation :

1. Out of 780 respondents, 391 respondents (50.13%) prefer to visit the Patanjali outlet with family.
2. Out of 780 respondents, 273 (35%) prefer to visit the Patanjali outlet with friends.
3. Out of 780 respondents, 116 (14.87%) prefer to visit the Patanjali outlet alone.

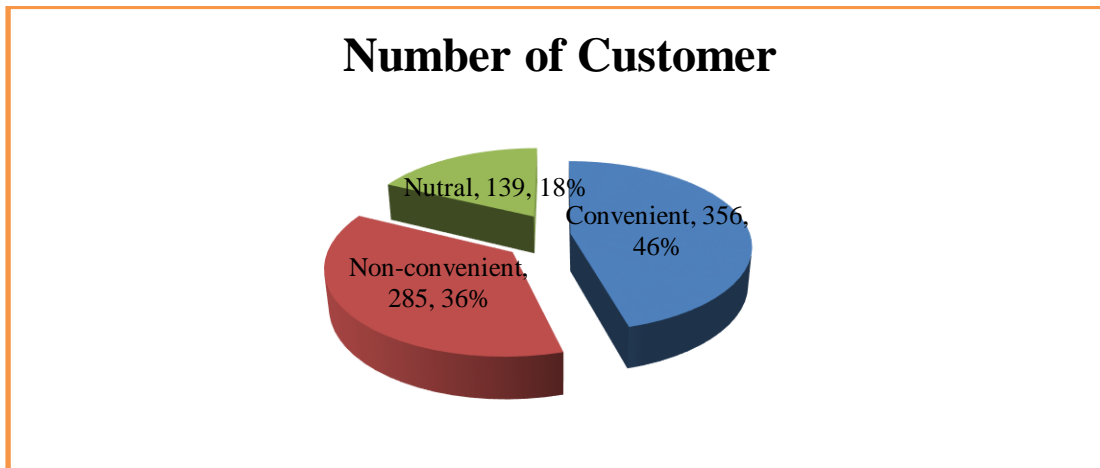
Q4. Patanjali Store hours are convenient for your needs.

1) Yes

3) Neutral

2) No

Frequency	Convenient	Non-convenient	Neutral
Number of Customer	356	285	139
Percentage	45.64	36.54	17.82



Interpretation :

1. Out of 780 respondents, 356 respondents (46%) respond that the Patanjali outlet is convenient for the need.
2. Out of 780 respondents, 285 (36%) respond that the Patanjali outlet is not convenient for the need.
3. Out of 780 respondents, 139 (18%) respondents are neutral.

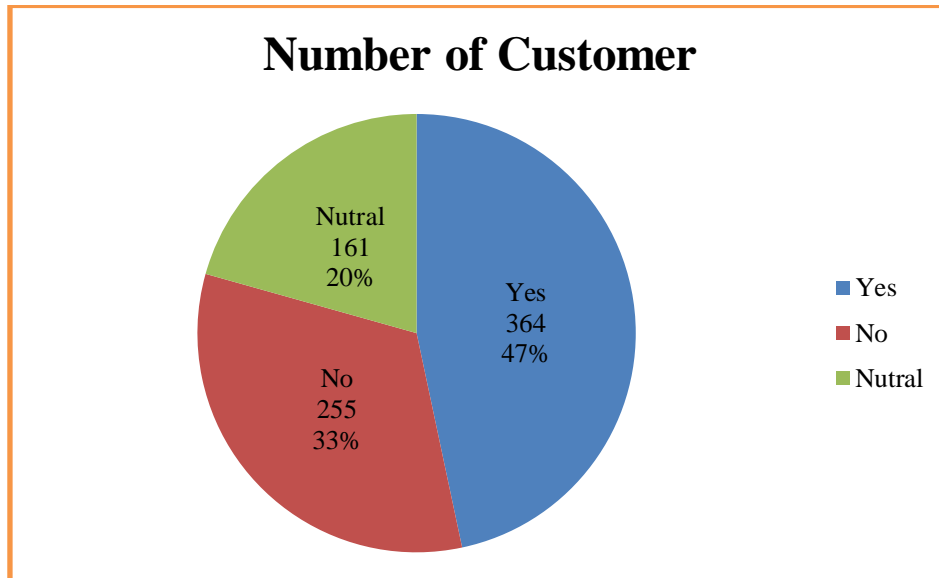
Q5. Advertised medicines/products were in stock?

1) Yes

3) Neutral

2) No

Frequency	Yes	No	Neutral
Number of Customer	364	255	161
Percentage	46.67	32.69	20.64



Interpretation:

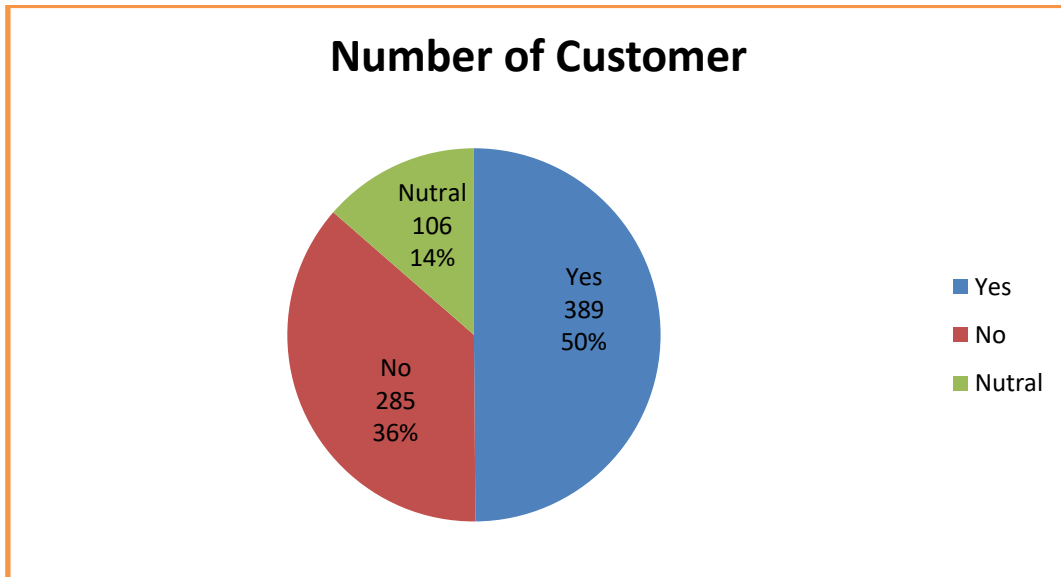
1. Out of 780 respondents, 364 respondents (47%) respond that the Product/Medicine in Patanjali outlet were stocked (Available).
2. Out of 780 respondents, 255 (33%) respond that the Product/Medicine in Patanjali outlet were not stocked (Not available)
3. Out of 780 respondents, 161 (20%) respondents were neutral.

Q6. A good range of products was present?

- 1) Yes
- 2) No

3) Neutral

Frequency	Yes	No	Neutral
Number of Customer	389	285	106
Percentage	49.87	36.54	13.59



Interpretation:

1. Out of 780 respondents, 389 respondents (50%) respond were positive about the range of the products.
2. Out of 780 respondents, 285 (36%) respond were negative about the range of the products.
3. Out of 780 respondents, 106 (14%) respondents were nutral.

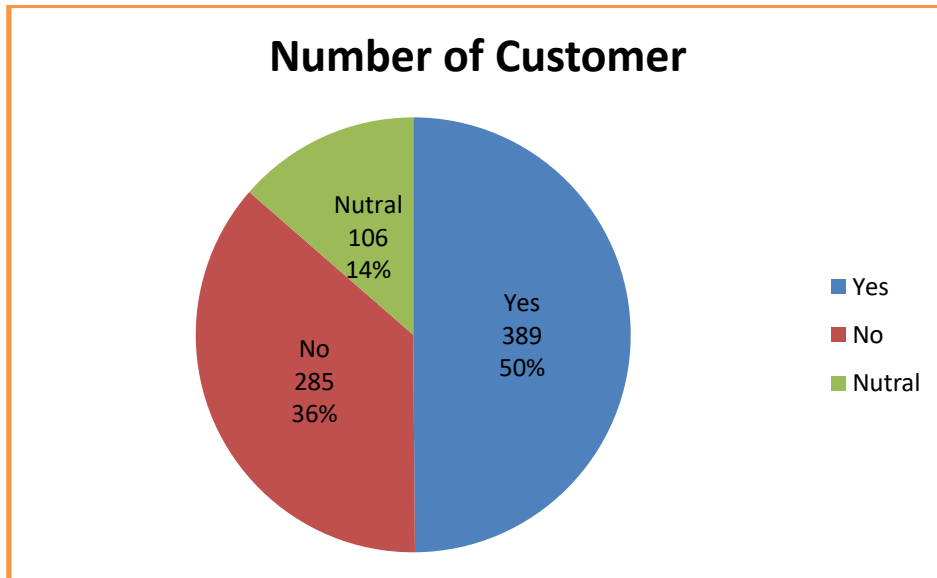
Q7. The products sold are a good value for the money?

1) Yes

2) No

3) Neutral

Frequency	Yes	No	Neutral
Number of Customer	389	285	106
Percentage	49.87	36.54	13.59



Interpretation:

1. Out of 780 respondents, 389 respondents (50%) respond were positive about the value of the money.
2. Out of 780 respondents, 285 (36%) respond were negative the value of the money.
3. Out of 780 respondents, 106 (14%) respondents were nutral.

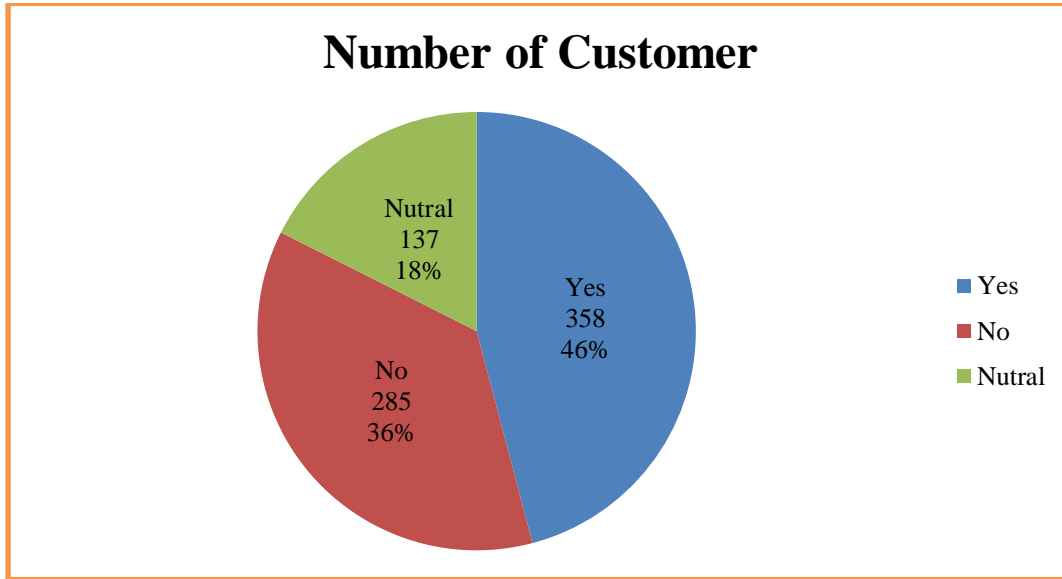
Q8. Patanjali Store has the lowest prices in the area?

1) Yes

3) Neutral

2) No

Frequency	Yes	No	Neutral
Number of Customer	358	285	137
Percentage	45.90	36.54	17.56



Interpretation:

1. Out of 780 respondents, 358 respondents (46%) respond were positive that Patanjali Store has the lowest prices in the area.
2. Out of 780 respondents, 285 (36%) respond were negative that Patanjali Store has the lowest prices in the area.
3. Out of 780 respondents, 137 (18%) respondents were nutral.

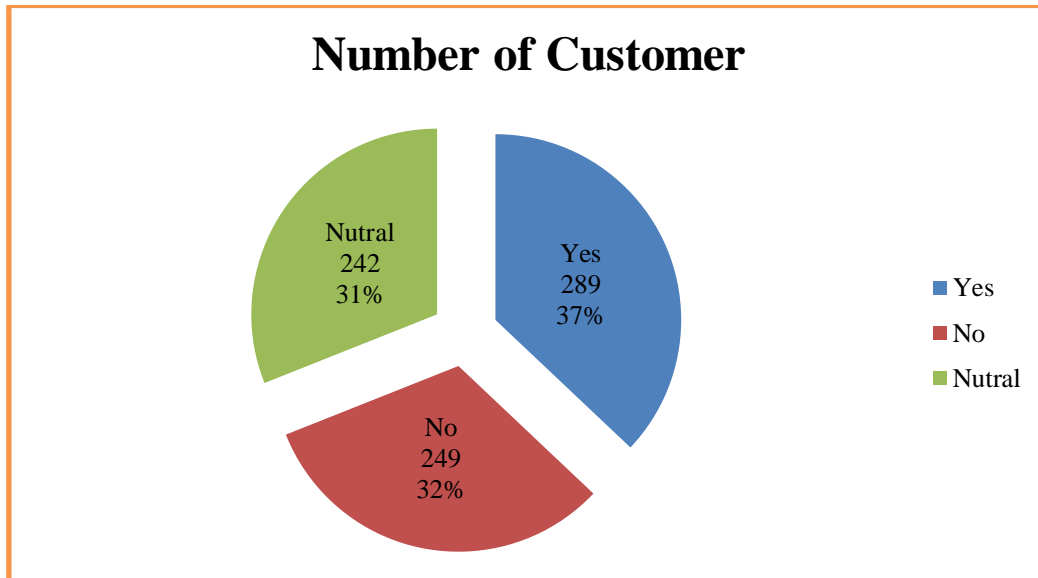
Q9. The Products sold are of the highest quality?

1) Yes

3) Neutral

2) No

Frequency	Yes	No	Neutral
Number of Customer	289	249	242
Percentage	37.05	31.92	31.03



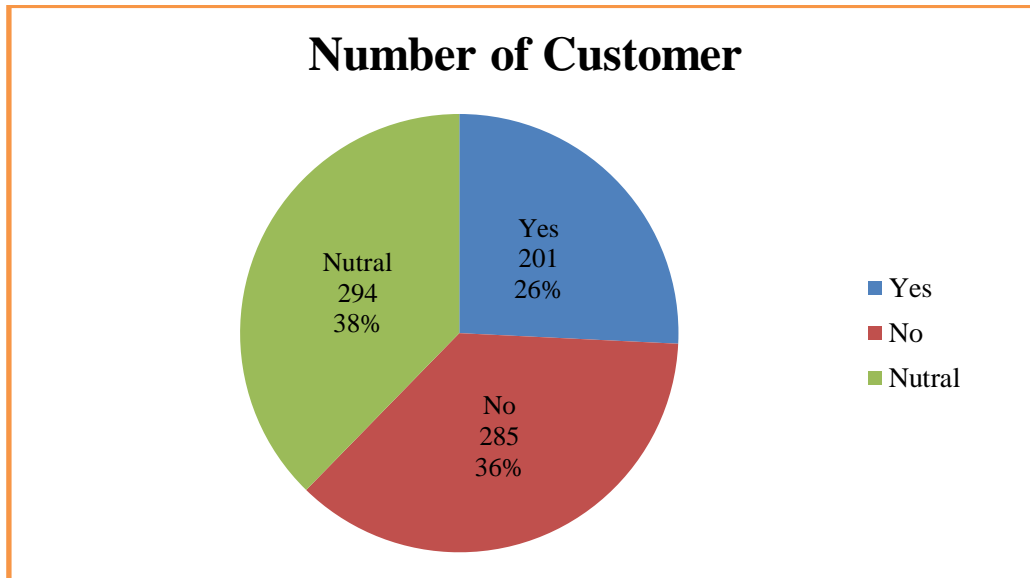
Interpretation:

1. Out of 780 respondents, 289 respondents (37%) respond were positive that Patanjali Store has the highest quality.
2. Out of 780 respondents, 249 (32%) respond were negative that Patanjali Store has not highest quality standards
3. Out of 780 respondents, 242 (31%) respondents were nutral.

Q10. Store atmosphere and decor are appealing?

- 1) Yes
- 2) No
- 3) Neutral

Frequency	Yes	No	Neutral
Number of Customer	201	285	294
Percentage	25.77	36.54	37.69



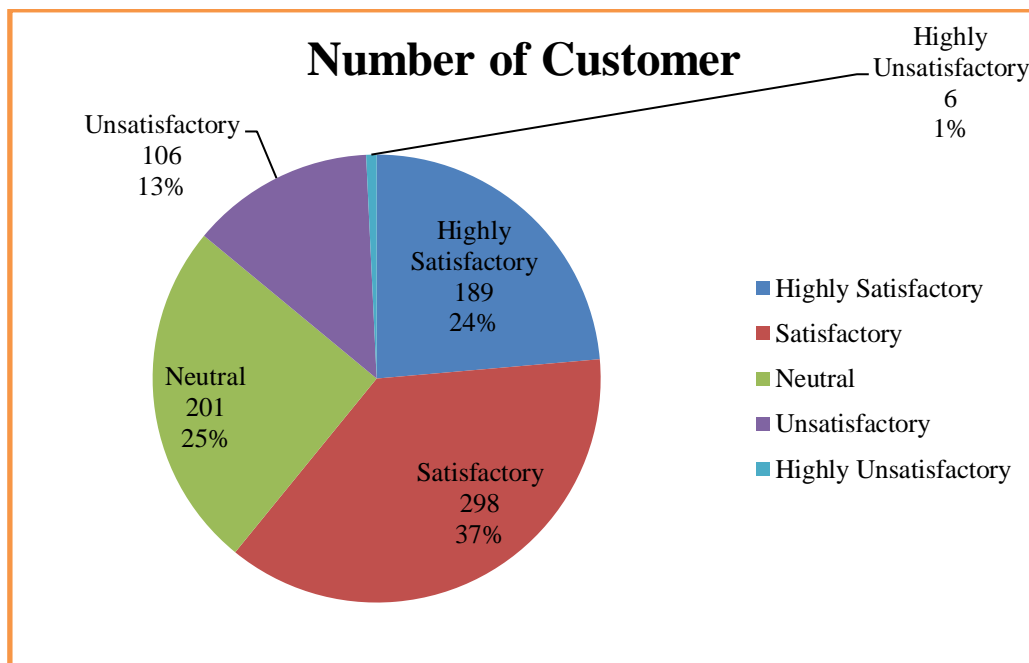
Interpretation:

1. Out of 780 respondents, 201 respondents (26%) respond were positive about Store atmosphere and decor were appealing.
2. Out of 780 respondents, 285 (36%) respond were negative about Store atmosphere and decor were appealing.
3. Out of 780 respondents, 294 (38%) respondents were nutral.

Q11. How would you rate your overall experience to the Patanjali Products?

- Highly satisfactory**
- Satisfactory**
- Neutral**
- Unsatisfactory**
- Highly Unsatisfactory**

Frequency	Highly Satisfactory	Satisfactory	Neutral	Unsatisfactory	Highly Unsatisfactory
Number of Customer	189	298	201	106	6
Percentage	24.23	38.21	25.77	13.59	0.77



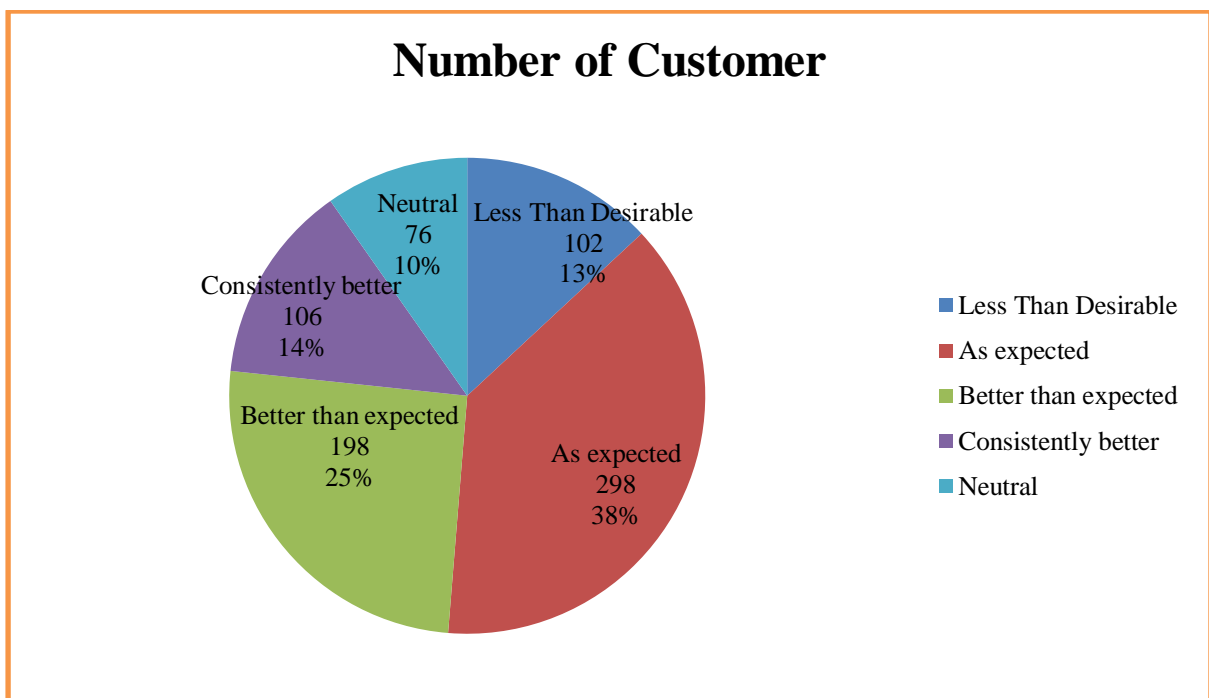
Interpretation:

1. Out of 780 respondents, 189 respondents (24%) respond were Highly Satisfactory about the experience in Patanjali Products.
2. Out of 780 respondents, 298 respondents (37%) respond were Satisfactory about the experience in Patanjali Products.
3. Out of 780 respondents, 201 (25%) respondents were nutral.
4. Out of 780 respondents, 106 (13%) respondents were Unsatisfactory.
5. Out of 780 respondents, only 06 (1%) respondents were highly-unsatisfactory.

Q12. The products and service process was ...

- 1) **Less Than Desirable**
- 2) **As expected**
- 3) **Better than expected**
- 4) **Consistently better**

Frequency	Less Than Desirable	As expected	Better than expected	Consistently better	Neutral
Number of Customer	102	298	198	106	76
Percentage	13.08	38.21	25.38	13.59	9.74



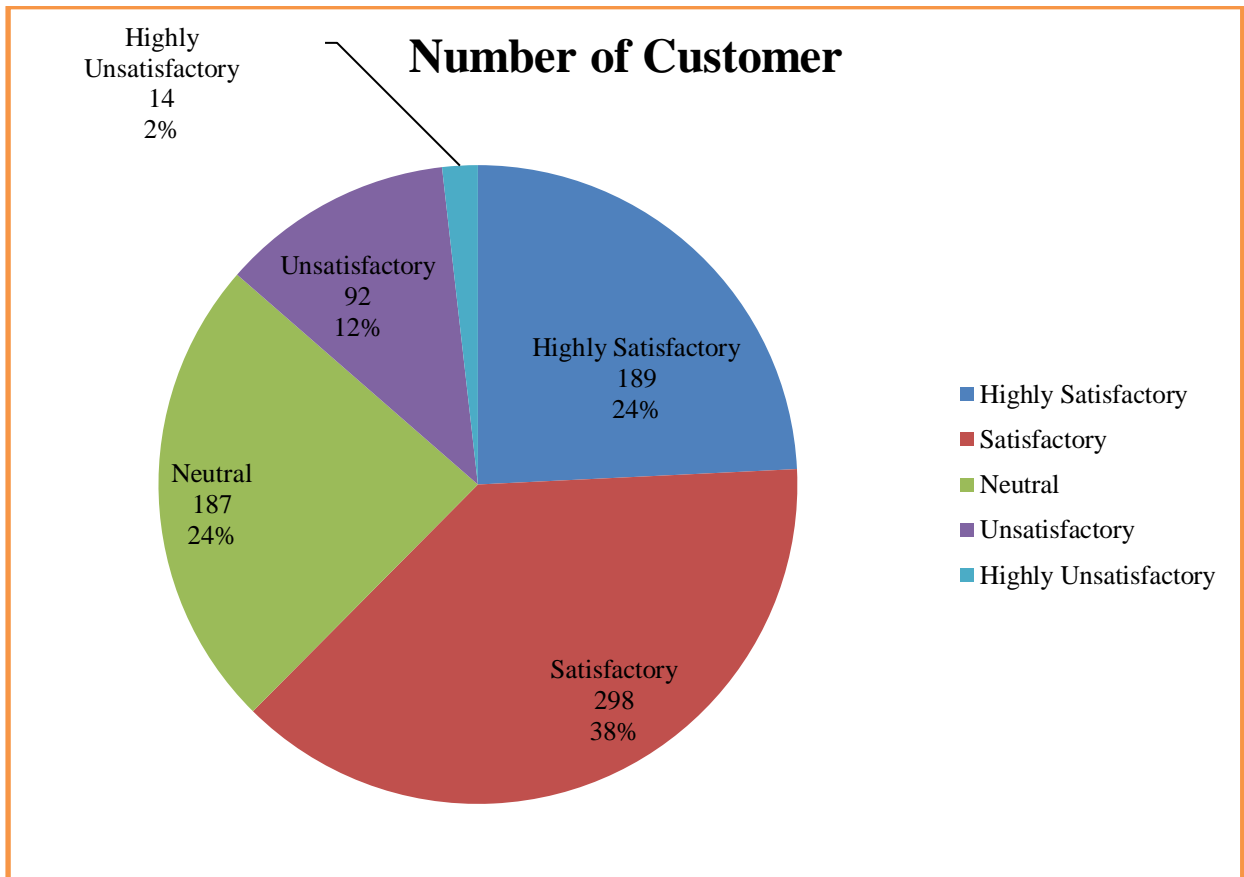
Interpretation:

- 1. Out of 780 respondents, 102 respondents (13%) found that service were Less than desirable.
- 2. Out of 780 respondents, 298 respondents (38%) found that service were As Expected.
- 3. Out of 780 respondents, 198 (25%) respondents found that service were Better than Expected
- 4. Out of 780 respondents, 106 (13%) respondents found that service were Consistently Better.
- 5. Out of 780 respondents, only 76 (10%) respondents were neutral.

Q13. How satisfied are you overall with the services you received or accessed in the past 12 months

- **Highly satisfactory**
- **Satisfactory**
- **Neutral**
- **Unsatisfactory**
- **Highly Unsatisfactory**

Frequency	Highly Satisfactory	Satisfactory	Neutral	Unsatisfactory	Highly Unsatisfactory
Number of Customer	189	298	187	92	14
Percentage	24.23	38.21	23.97	11.79	1.79



Interpretation:

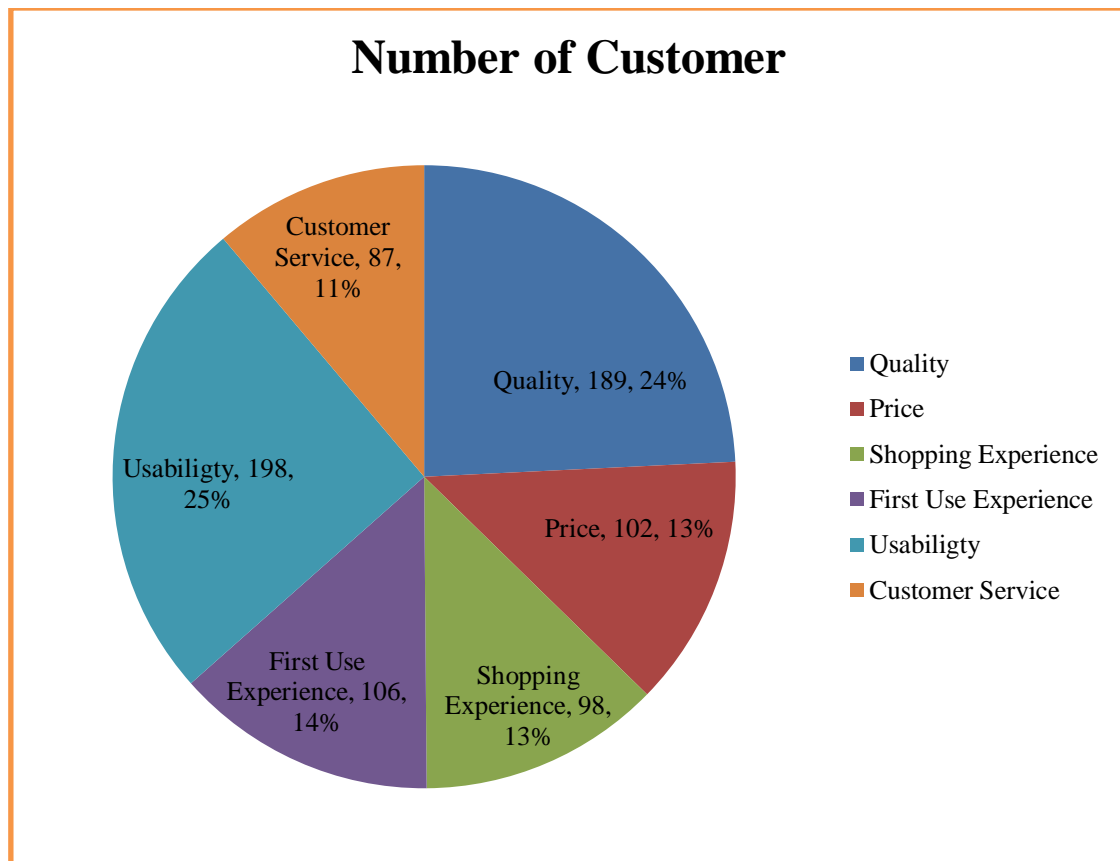
1. Out of 780 respondents, 189 respondents (24%) respond were Highly Satisfactory about the past 12 month experience in Patanjali Products.

2. Out of 780 respondents, 298 respondents (37%) respond were Highly Satisfactory about the past 12 month experience in Patanjali Products.
3. Out of 780 respondents, 187 (24%) respondents were nutral.
4. Out of 780 respondents, 92 (11%) respondents were Unsatisfactory.
5. Out of 780 respondents, only 14 (2%) respondents were highly-unsatisfactory.

Q14. What did you like most about the Product / services you received or accessed?

- 1) Quality
- 2) Price
- 3) Shopping Experience
- 4) First Use Experience
- 5) Usability
- 6) Customer Service

Frequency	Quality	Price	Shopping Experience	First Use Experience	Usability	Customer Service
Number of Customer	189	102	98	106	198	87
Percentage	24.23	13.08	12.56	13.59	25.38	11.15



Interpretation:

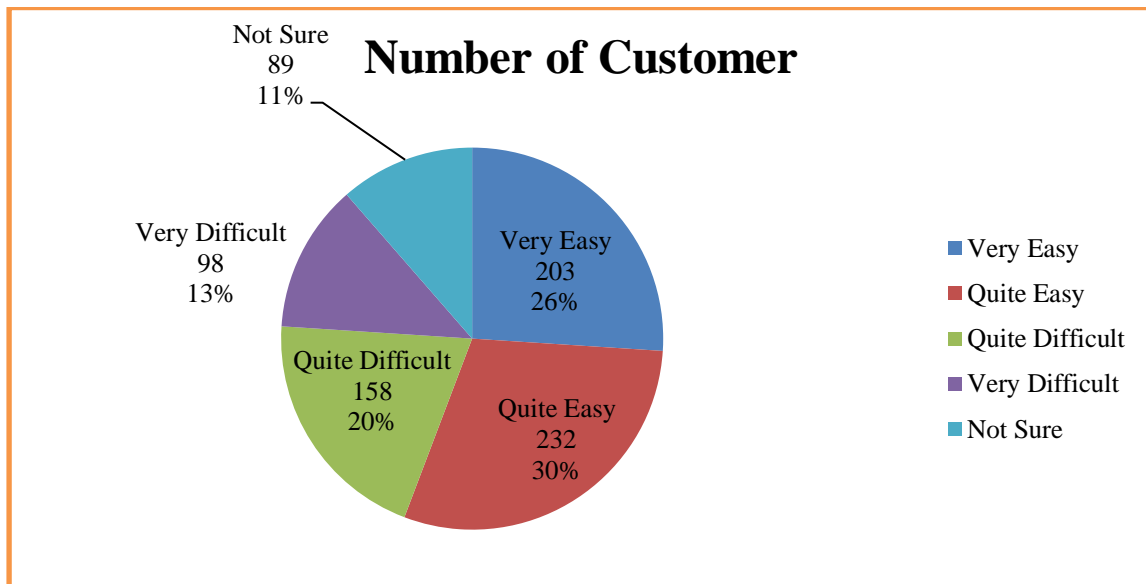
1. Out of 780 respondents, 189 respondents (24%) respondents like most the Quality.
2. Out of 780 respondents, 102 respondents (13%) respondents like most the Price.
3. Out of 780 respondents, 98 respondents (12.56%) respondents like most the Shopping Experience.

4. Out of 780 respondents, 106 respondents (13.59%) respondents like most the First Use Experience.
5. Out of 780 respondents, 198 respondents (25.38%) respondents like most the Usability.
6. Out of 780 respondents, 87 respondents (11.15%) respondents like most the Customer Service.

Q15. How easy is it to find the information you are looking for about our services and Products?

- **Very Easy**
- **Quite Easy**
- **Quite Difficult**
- **Very Difficult**
- **Not Sure**

Frequency	Very Easy	Quite Easy	Quite Difficult	Very Difficult	Not Sure
Number of Customer	203	232	158	98	89
Percentage	26.03	29.74	20.26	12.56	11.41

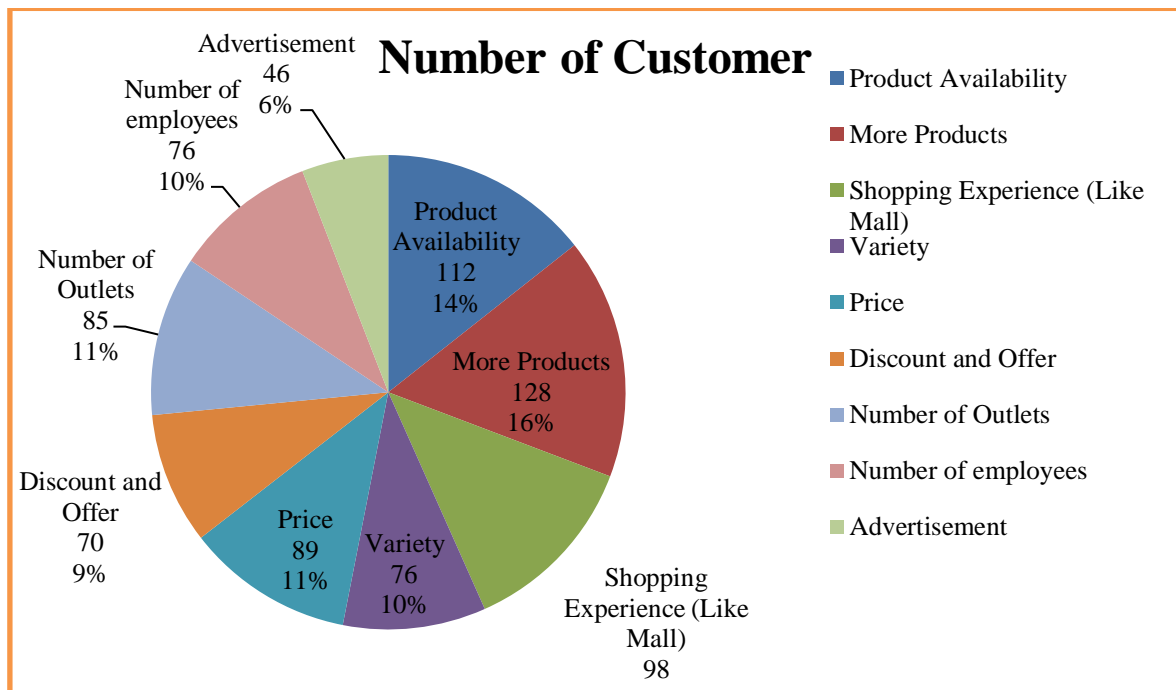


Interpretation :

1. Out of 780 respondents, 203 respondents (approx 26%) find the information they were looking very easily.
2. Out of 780 respondents, 232 respondents (approx 30%) find the information they were looking quite easily.
3. Out of 780 respondents, 158 respondents (approx 20%) find the information they were looking quite difficult.
4. Out of 780 respondents, 98 respondents (approx 13%) find the information they were looking very difficult.
5. Out of 780 respondents, 89 respondents (approx 11%) were not sure about this question.

Q16. What do you think we could do to improve our services?

Factor	Number of Customer	Percentage
Product Availability	112	14.36
More Products	128	16.41
Shopping Experience (Like Mall)	98	12.56
Variety	76	9.74
Price	89	11.41
Discount and Offer	70	8.97
Number of Outlets	85	10.90
Number of employees	76	9.74
Advertisement	46	5.90



Interpretation :

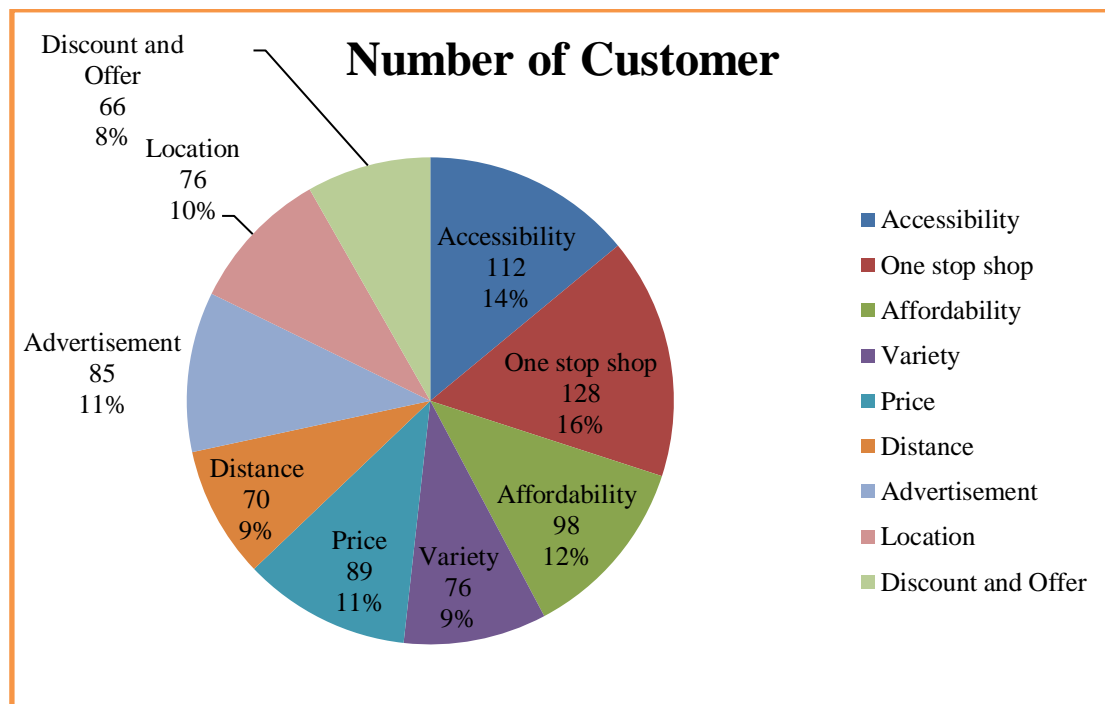
1. Out of 780 respondents, 112 respondents (approx 14%) suggest about product availability to improve the service.
2. Out of 780 respondents, 128 respondents (approx 14%) suggest about more product to improve the service.
3. Out of 780 respondents, 98 respondents (approx 13%) suggest about shopping experience (like Mall) to improve the service.

4. Out of 780 respondents, 76 respondents (approx 10%) suggest about product variety to improve the service.
5. Out of 780 respondents, 89 respondents (approx 11%) suggest about product price to improve the service.
6. Out of 780 respondents, 70 respondents (approx 9%) suggest about discount and offers to improve the service.
7. Out of 780 respondents, 85 respondents (approx 11%) suggest about more outlets and store to improve the service.
8. Out of 780 respondents, 76 respondents (approx 10%) suggest about number of employees to improve the service.
9. Out of 780 respondents, 46 respondents (approx 6%) suggest about advertisement to improve the service.

Q17. Which of the following factors mentioned below attract you most to purchase from these outlet? Rank on the scale (1: most.....5: least)

- Accessibility** (1.....2.....3.....4.....5.....)
- One stop shop** (1.....2.....3.....4.....5.....)
- Affordability** (1.....2.....3.....4.....5.....)
- Variety** (1.....2.....3.....4.....5.....)
- Price** (1.....2.....3.....4.....5.....)
- Distance** (1.....2.....3.....4.....5.....)
- Advertisement** (1.....2.....3.....4.....5.....)
- Location** (1.....2.....3.....4.....5.....)
- Discount and Offer** (1.....2.....3.....4.....5.....)

Factor	Number of Customer	Percentage
Accessibility	112	14.36
One stop shop	128	16.41
Affordability	98	12.56
Variety	76	9.74
Price	89	11.41
Distance	70	8.97
Advertisement	85	10.90
Location	76	9.74
Discount and Offer	66	8.46



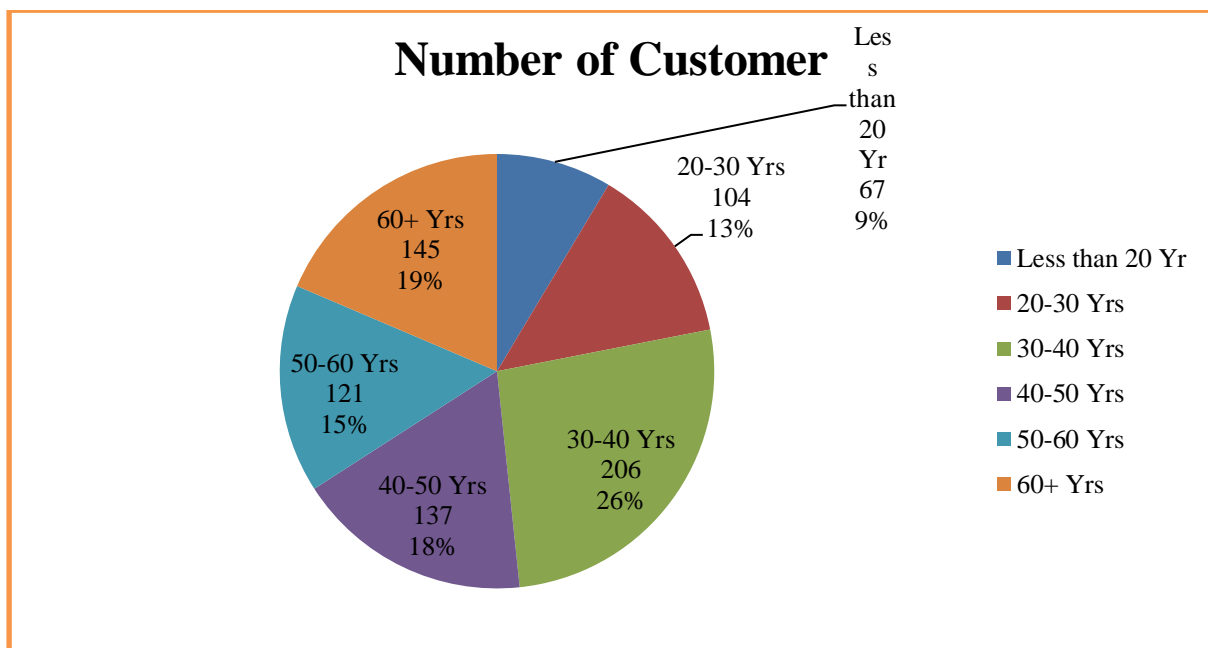
Interpretation

1. Out of 780 respondents, 112 respondents (approx 14%) find the **accessibility of store** was the most attractive factor for shopping.
2. Out of 780 respondents, 128 respondents (approx 16%) find the **one stop shop** was the most attractive factor for shopping.
3. Out of 780 respondents, 98 respondents (approx 12%) find the **Affordability** was the most attractive factor for shopping.
4. Out of 780 respondents, 76 respondents (approx 9%) find the **Variety** was the most attractive factor for shopping.
5. Out of 780 respondents, 89 respondents (approx 11%) find the **Price** was the most attractive factor for shopping.
6. Out of 780 respondents, 70 respondents (approx 9%) find the **Distance of the Store** was the most attractive factor for shopping.
7. Out of 780 respondents, 85 respondents (approx 11%) find the **Advertisement** was the most attractive factor for shopping.
8. Out of 780 respondents, 76 respondents (approx 10%) find the **Location of the Store** was the most attractive factor for shopping.
9. Out of 780 respondents, 66 respondents (approx 8%) find the **Discount and Offers** was the most attractive factor for shopping.

Q18. Age Group

- 1) Less than 20 Years
- 2) 20-30 Years
- 3) 30-40 Years
- 4) 40-50 Years
- 5) 50-60 Years
- 6) 60+ Years

Frequency	Less than 20 Yr	20-30 Yrs	30-40 Yrs	40-50 Yrs	50-60 Yrs	60+ Yrs
Number of Customer	67	104	206	137	121	145
Percentage	8.59	13.33	26.41	17.56	15.51	18.59



Interpretation

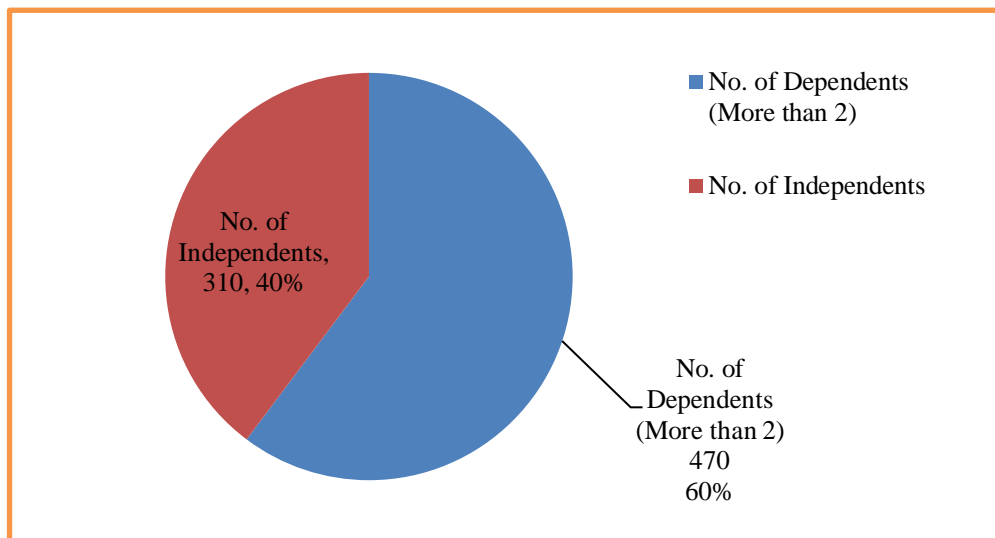
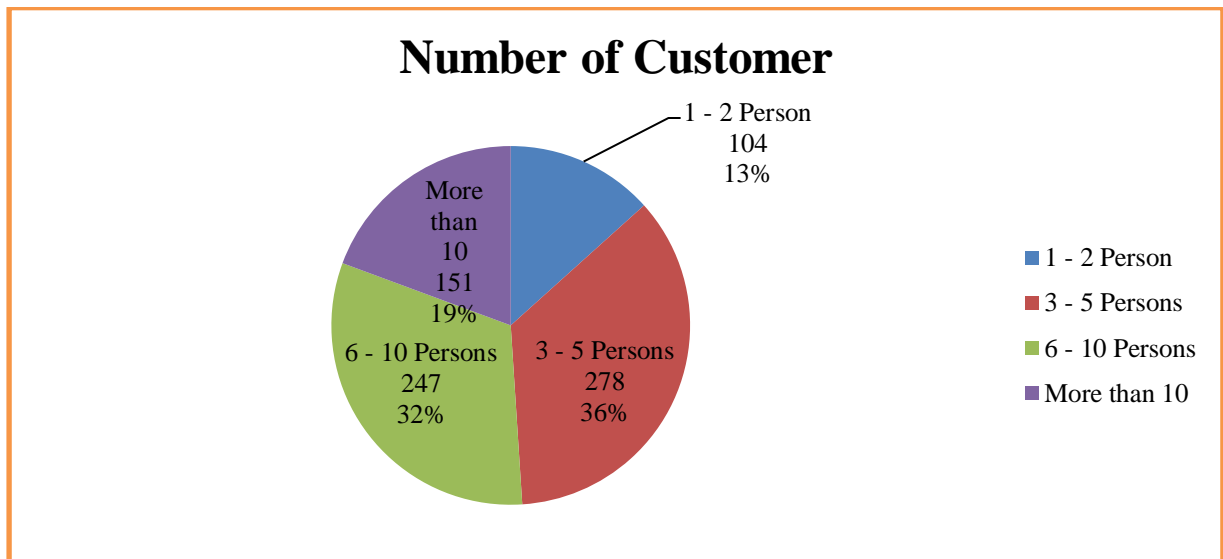
1. Out of 780 respondents, 67 respondents (approx 9%) were **Less than 20 years old**.
2. Out of 780 respondents, 104 respondents (approx 13%) were belongs to **20 – 30 years age group**.
3. Out of 780 respondents, 206 respondents (approx 26%) were belongs to **30-40 year age group**.
4. Out of 780 respondents, 137 respondents (approx 18%) were belongs to **40 – 50 year age group**.
5. Out of 780 respondents, 121 respondents (approx 15%) were belongs to **50 – 60 year age group**.
6. Out of 780 respondents, 145 respondents (approx 19%) were belongs to **60+ year age group**.

Q19. Number of Family Members:

- 1) 1-2
- 2) 3-5
- 3) 6-10
- 4) More than 10

No. of dependent: (More than 2)..... No. of independent:

Frequency	1 - 2 Person	3 - 5 Persons	6 - 10 Persons	More than 10	No. of Dependents (More than 2)	No. of Independents
Number of Customer	104	278	247	151	470	310
Percentage	13.33	35.64	31.67	19.36	60.26	39.74



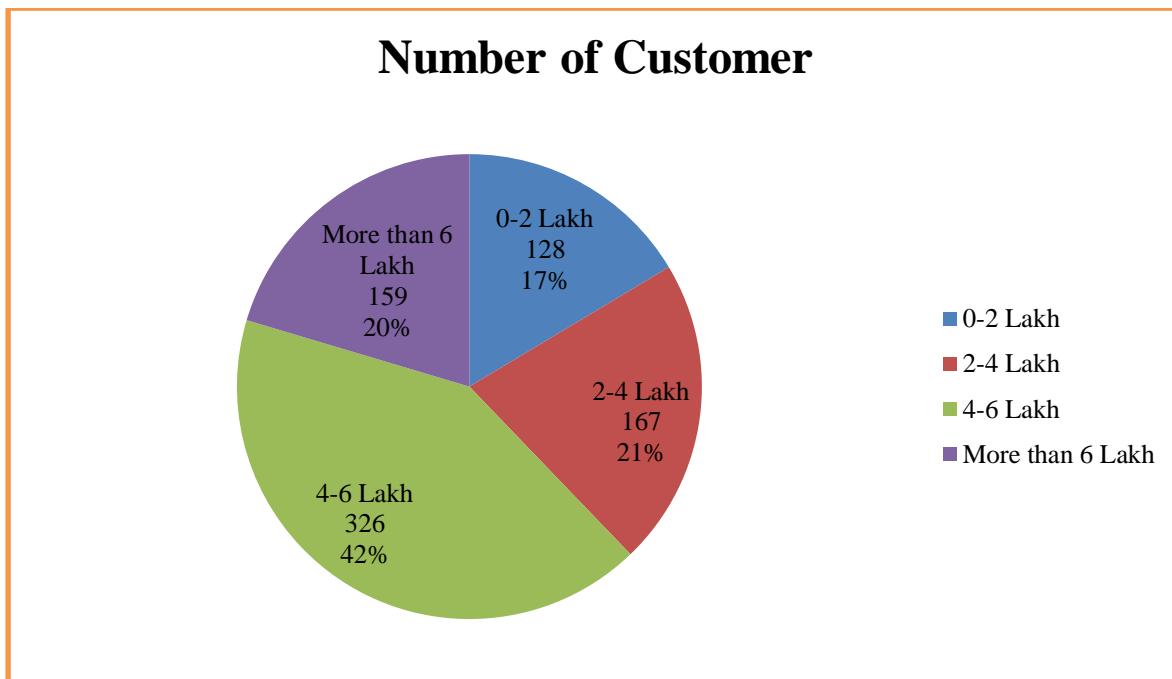
Interpretation

1. Out of 780 respondents, 104 respondents (approx 13%) were having **1 – 2 persons** in their family.
2. Out of 780 respondents, 278 respondents (approx 36%) were having **3 – 5 persons** in their family.
3. Out of 780 respondents, 247 respondents (approx 32%) were having **6 – 10 persons** in their family.
4. Out of 780 respondents, 151 respondents (approx 19%) were having **more than 10 persons** in their family.
5. Out of 780 respondents, 470 respondents (approx 60%) were having **more than 2 person as dependant** in their family.
6. Out of 780 respondents, 310 respondents (approx 40%) were having **Less than 2 persons as dependant** in their family.

Q20. Income Details: (Family income)

- 1) 0 Lakh - 2 Lakh P.A.
- 2) 2 Lakh to 4 Lakh P. A.
- 3) 4 Lakh to 6 Lakh P.A.
- 4) More than 6 Lakh PA

Frequency	2 Lakh	4 Lakh	6 Lakh	More than 6 Lakh
Number of Customer	128	167	326	159
Percentage	16.41	21.41	41.79	20.38



Interpretation

- 1. Out of 780 respondents, 128 respondents (approx 17%) belongs to **0 – 2 Lakh Family Income Group**.
- 2. Out of 780 respondents, 167 respondents (approx 21%) belongs to **02–04 Lakh Family Income Group**.
- 3. Out of 780 respondents, 326 respondents (approx 42%) belongs to **04–06 Lakh Family Income Group**.
- 4. Out of 780 respondents, 159 respondents (approx 20%) belongs to **More than 6 Lakh Family Income Group**.

9.3. Conclusion

Till now from my research it is confirmed that Patanjali Ayurveda is one of the leading company of India which growing day by day. As one of the leading news agency predict that in 2020 it will be biggest company in the field of manufacturing, FMCG and Services. Due to the awareness in the consumers of India and feeling of patriotism the company is growing at rapid rate.

In my research I find some of the key points as follows-

1. Patanjali ad promotions have often concentrated on achieving and giving specific knowledge to people that "Patanjali 's money is charitable rather than company owners." Furthermore, it is more fitting to maintain Indian sales from exports rather than international firms within India. Up until now, Indians haven't really had many substitutes to external goods, and now local products are affordable.
2. The word retailing presently is something more than merchandise sales. It's a mechanism that incorporates consumers into a narrative and expresses or depicts the interests and wants of the customer. As people in India grew, every time they got into to the shop they anticipate ever more. Currently, the retail sector has moved from providing a good or a commodity to delivering a dream, an expectation and particularly an encounter that will be replicated by the customer.
3. The Indian consumer market has developed as among the most colourful, competitive and fast-moving markets owing to the entrance of a variety of modern and global corporations. It is accountable for much more then 11% of the Gross Domestic Product (GDP) of the nation and approximately 9% of jobs. India is currently the fifth largest retail business destination in the country.
4. With the slogan "Prakriti ka Ashirwad," Patanjali Ayurveda is growing. courtesy to the internationally known and respected Yoga Guru Baba Ramdev Patanjali Ayurveda has a critical prestige and popularity among its inhabitants. He was largely accountable for the popularity of the company as a brand ambassador for Patanjali. Baba Ramdev 's commitment to yoga lives is remarkable, such that when he introduced his own Indian FMCG business, people feel identified with him.
5. Currently, Patanjali, Baba Ramdev, sweeps any business in its way. Through local store throughout the Amazon zone, Patanjali brands are distributed. Stock consistency is highest in events, competition in costs, and the distribution network is

maybe the strongest one except for the Cola players. The Patanjali Ayurveda study reveals a high degree of development as an Indian business in India between 2010 and 2018.

6. Any time innovative goods or services are introduced or introduced on the market, the particular class of customers who first experience them is still checked. Such customers, in the case of Patanjali Ayurveda, are considered as "INNOVATORS," who research and assess innovative goods. In the innovator / original class of buyers, none other than their own supportee, was the same. Around 70 million followers are believed to be there for Baba Ramdev.
7. In contrast with MNC items, some of Patanjali Ayurveda 's goods are available in 20-40% cheaper prices. The higher prices for MNC goods are attributed to their expansion to employ a famous spokesperson for labels, extension of strong market promotions, etc. With Patanjali Ayurveda, the Brand ambassador for Umbrella Products was Baba Ramdev himself to play a critical and well established role. This pattern often shows us that a well established movie or sports celebrity would not mean any corporation or product's popularity; a stronger, more powerful advertisement may also be a cause for popularity that can justify unnoticed , secondary advantages.
8. After 2015 Company is more and more focusing on *FMCG sector* rather than focusing only on medicines and services.
9. Due to more and more focus on FMCG sector, company's revenue increased several times from this sector.
10. In the FMCG sector company is making strategies for those customers who spend some time monthly on shopping i.e. *Service sector* and *Common Man*.
11. The Patanjali is opening it's new stores *across all the locations* in India including Urban, sub urban or rural areas to increase its revenue as well as market share.
12. The store is offering the *convenient shopping hours* for the customers so that the service class persons can shop at it's own time when they feel comfort.
13. The Patanjali is focusing more and more on *Advertisement for products* and services so that the company can spread awareness about the product and services that the company is offering.
14. Company is focusing more and more on variety i.e. *Range of Product* so that consumer once enter in the store did not go with bare hand, they purchase atleast something from store.

15. Company is focusing on the *quality of the product* and they are trying to aware the consumers about the quality of the product.
16. The atmosphere and decor are more appealing and the company is opening new Mall like store e.g. in Lucknow the company has opened *Patanjali Store* like Mall at *Kapoorthala Crossing*.
17. The company is working on the information the consumers are looking for about their services and Products. If the information what they are looking will get easily then the company can earn more revenue.
18. The target audience are the consumers of *30-40 age group* because this group will spend more on FMCG as having family. Second thing the company is focusing on the audience having more than 02 person as dependant and having *4-6 Lakh rupees annual income*.
19. In the research what I found that the consumer is getting attached with the Patanjali products. The consumers are more and more likely to purchase the Patanjali products because of following reasons-
 - a. Consumers are purchasing because of patriotism, and Ayurvedaic products.
 - b. Consumers are associated with the products.
 - c. Consumers are feeling that they are serving to nation.
 - d. Baba Ramdev is the biggest factor behind the purchase. Consumer think that Baba Ramdev cannot do anything wrong with the nation.
20. Because Patanjali focuses on middle class family the product's initial cost was very low and very good quality. Once the consumer starts buying now company starts to rise the price.
21. Even now they are more and more quality focused. They focus on Ayurvedaic product with best quality and cheap price.

9.4. Suggestions

As per the result of the research there are several fields where Patanjali have to work for the betterment. I have given many suggestions based on my outcomes of the research which may be correct at some points. My suggestions were based on the questionnaire result and I have suggests to the store owner, supervisor service providers. The suggestions are as follows –

1. In the question number 1 of the questionnaire that *How many times per year do you visit the outlets of Patanjali Ayurveda Ltd*” I found that in the FMCG sector company is making strategies for those customers who spend some time monthly on shopping i.e. *Service sector* and *Common Man*. In the same manner the company should focus more and more on persons who spend on every Saturday or twice in a month because it has also a good number or market share (approx 33%).
2. In the question number 3 of my questionnaire that *The Patanjali store is accessibly located*. What I found that The Patanjali is opening it’s new stores *across all the locations* in India including Urban, sub urban or rural areas to increase its revenue as well as market share. My suggestion was to open atleast one mega mall store in each city which will defiantly enhance the market share.
3. In the question number 4 that *Patanjali Store hours are convenient for your needs* what I found that the store is offering the *convenient shopping hours* for the customers so that the service class persons can shop at it’s own time when they feel comfort. The same suggestion I have given as what I found that in the locality of *Indira Nagar a Yog center* which offers the products also closed at 07:00 pm and this is the time when person starts shopping or outing and they will prefer more *Yog center* for shopping as compare the *kirana shop*.
4. As the Patanjali is focusing more and more on *Advertisement for products* and services and my suggestion for this point was to enhance the advertisement at matinee time and in Movies channels as the Patanjali have several TV ads but centralized more on News Channels, Astha Channel or even Cartoon Network on the basis of audience.
5. Company is focusing more and more on variety i.e. *Range of Product* while at the same time in current scenario the company is not much focusing on availability of the product as the *Povervita (Shakti pai)* is unavailable (during April 2017- Sept 2017) in New Lucknow as Indira Nagar, Gomti Nagar and nearby areas. My suggestion was on availability and variety so that consumer once enter in the store do not go with bare hand, they purchase atleast something from store.

6. As in the question number 9 *The Products sold are of the highest quality* Company is focusing on the *quality of the product* and they are trying to aware the consumers about the quality of the product, my suggestion was about the quality to improve more on products specially *Powervita*. There are so many complaints regarding taste of the *powervita*.
7. The atmosphere and decor are more appealing and the company is opening new Mall like store e.g. in Lucknow the company has opened *Patanjali Store* like Mall at *Kapoorthala Crossing*. My suggestion was to open the same kind of mall in other locality of Lucknow as currently only one functional mall is working in Lucknow while atleast 3 Mall is required in New Lucknow area.
8. My suggestion regarding providing information to the customers is to improve the information management system and company should focus on different ways to provide information. If the information what they are looking will get easily then the company can earn more revenue.
9. The biggest target audience are the consumers of *30-40 age group* because this group will spend more on FMCG as having family. My suggestion was to focus on *20-30 age group* as these age group person are more prefer outing and shopping. Second thing the company is focusing on the audience having more than 02 person as dependant and having *4-6 Lakh rupees annual income*. My suggestion was to focus on the *02-04 Lakh people*, as they enjoy lots of color of life.
10. Availability of products and stores are a big concern for the customers as the stores are less in numbers in Lucknow. Now the products are more and more focused and available on local stores rather than Patanjali stores. So products should be available easily.
10. In question number 17 when respondents ask about the factors that attract them most to purchase from the outlet then there are several respondents who reply in their own manner but the most important and convincing factor was the accessibility of store for shopping. After that approx 12% find the Affordability was the most attractive factor for shopping, while I will suggest that company should focus on location of the store and affordability of the products.

9.5. Future Work

Every company who is acclaimed as multinational or national has to undergo some changes and they have to plan for their future. Some of the future plans of the Patanjali Ltd. are as below:

1. As per the report of market, Patanjali products will be available across Big Bazaar stores and subsequently through its other chains.
2. Besides noodles, Patanjali Ayurveda will be expanding into other categories such as juices, muesli, oats, and pasta.
3. Baba Ramdev as a spoke person and as a brand endorser informed to the customers and his followers that the company also plans to offer branded organic vegetables and pulses in partnership with the Future Group. He as spoke person claimed that unlike the other companies, which uses “cheap palm oil” to make instant noodles, Patanjali will use the “more expensive rice bran oil.”
4. As per the market reports, Patanjali is also trying to enter in the garment industry.
5. Patanjali is also trying to enter in Solar energy market as they shows their plans in various exhibitions across the India.