


**Research Article**

## The Growth and Popularity of Patanjali Products at Nagaon Town and Response of the Customers

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**Abstract**

AI is changing how the learning manifestation of university students is delivered through making it more intelligent and customised to each student. This time, the researcher will present an intelligent study planner, which will reduce academic stress and enhance performance during the learning process by integrating AI in the present paper. The planner, in this case, takes into account such issues as the study habits, the workload, or the personal learning preferences of students based on machine learning and analytics. Based on this information, it constructs custom, self-adaptive timetables of study. The system also tracks our performance and adjusts our plans as we go to ensure that we remain on track and efficient. The findings indicate that AI-supported planners may help to increase engagement, enhance grades and reduce stress, yet we must continue to be concerned with data privacy, ethics, and technological constraints in the future.

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**KEYWORDS:** Artificial intelligence, personalised learning, adaptive learning, study planner, academic stress, learning analytics, machine learning.

## 1. INTRODUCTION

The brand of Patanjali is nowadays growing in India day by day. Here we are studying the potential development of Patanjali brand products at Nagaon town. In this journal, I conducted a survey to study satisfaction and product awareness relating to the Patanjali products at Nagaon town.

On the basis of the study, some findings and suggestions have been put forward so as to help society study customer satisfaction with Patanjali products of the society and to find out the factors influencing purchase decisions. The topic "The growth and popularity of Patanjali products at Nagaon town and response of the customers" is beneficial for the future.

The market is not rigid. The market always depends on certain circumstances and prospects. As a consumer is a rational person and he does not engage with any products particularly.

The topic on "The Growth and Popularity of Patanjali Products at Nagaon Town and Response of Customers" provides a comprehensive analysis of customers' perception towards the Patanjali brand at Nagaon town and reveals the growth and development of the brand at the town. The paper aims to know the popularity of the brand and the prospects of the brand in Nagaon town.

Like other types of listed companies, Patanjali also deals in fast-moving consumer goods. Other competitors like DABUR, AMUL and other types of FMCG selling companies also deal in lots, and they also use different online platforms like Flipkart, Amazon, Snapdeal, Paytm, etc. Now the lines of Patanjali also come into the eyes of the online platform. The Patanjali products target large consumers. So the large brokers are also interested in dealing in these types of products.

Under this study, the perception of the customers of the NAGAON town is studied to show their perception and attitude and also to show how the brand image of a variety of Patanjali products affects consumers' buying behaviour in Nagaon town. This project evaluates how people of Nagaon town accept the brand. The growth of Patanjali products in Nagaon town is increasing day by day. Here we discuss the factors that are the main reasons behind its popularity in the town and also its global acceptability. The market shows a good profitability centre hub for the herbal ayurvedic products of different companies at Nagaon town, like Patanjali, Baidyanath, Dabur India Ltd., and Humdard India, etc. the customers are the real policy framer or creator. They have the power to impact on the quality and standard of the product. So, this study will be helpful for the researchers and also for the businessmen to analyse the market and predict the future marketing trend for Patanjali products. The analysis of perception of the customers towards any product is helpful in the formulation of proper strategy in business and also helpful in predicting the future uncertainty relating to the product. The Patanjali Ayurved provide varieties of products as their choice and in a convenient price. In today's scenario people are much aware about their health, they must care health with a proper eating habit. So, they mostly prefer ayurvedic products rather than other. This topic focuses on these matters and will provide a relevant and reliable information.

## 2. OBJECTIVES OF THE STUDY

1. To analyse and know how response of customers regarding the product brand.

2. To analyse the brand development at Nagaon town and study how it influences the buying behavior of the people.
3. To analyse the future perspective if the brand in the town and its growth in the town.

## 3. RESEARCH METHODOLOGY

Research methodology helps in solve problem associated with research in the field. It may be understood as a science of study in how research is done systematically. The effectiveness of research work mainly depends upon the kind of methods and procedures followed in stepwise execution of the study. Adequate knowledge of research is very much necessary for investigator. The method of the study comprises population, sample, sample tools used etc.

It is a blue print of the study. The main aim of this study is to collect primary data from the respondents and analyse these data, some other data such as reports and journals published on the internet have also been used to assist in the completion of the project.

The survey was conducted at Nagaon with a total number of respondents. The data for each participant was reviewed for completeness and correctness.

The present study is mainly descriptive type of research because we have opinion of the customers of the town that is found from the data under the data.

The study is based on both primary and secondary data. Data collected from any sources that have been published already in any form is known as secondary data. On the other hand, primary data is generally collected through interviews, observations and questionnaires.

**Primary data:** Is collected in the form of questionnaires distributed respondents, personal interviews and observation.

**Secondary data:** Is collected from journals, articles and reports from the internet.

## 4. RESEARCH INSTRUMENTS METHOD OF SAMPLING

Sampling method is procedure of selecting units in the sample. There are two basic methods of sampling i.e. probability sampling and non-probability sampling. In probability sampling each sampling unit has equal chance of being selected in the sample. In non-probability sampling no particular method is adopted for selecting the units or the sample. Convenience sampling is a type of sampling where samples are drawn because of the ease of their volunteering or selecting units because of their availability or easy access. It refers to sampling by obtaining units or people who are most conveniently available and it is choosing a sample based on availability, time, location or ease of access. For conducting this study, convenience sampling method has been used.

## RESEARCH DESIGN

Extreme care has been taken while preparing the research design keeping in the mind the objectives of the study. A useful and brief questionnaire is used for survey along with his secondary sources were required to fetch appropriate findings and

recommendations. The questionnaire was design to collect information about demographic profile of the respondents such as age, education, qualification and marital status. In addition to this various question related to the satisfaction of the customers, brand awareness and the growth of the product related question were asked from the respondents. Questionnaire was filled up by personal interview method. A total 60 respondents were taken and all of the 60 questionnaires were entertained for final analysis and interpretation.

## 5. DISCUSSION ABOUT THE TOPIC

Patanjali was formed in 2006 as a private limited company but in 2007 it was converted into a public limited company. It was founded by yoga guru Baba Ramdev and his partner Balakrishna. The company is registered under the companies act, 1956. The main aim of the company is to promote local farmers by purchasing raw materials and providing herbal and Ayurved. It promotes healthier and natural product to the customer. The company always promotes the culture and traditions of the society and they advertised from the ground level like they used the tag line Desi ghee, swedeshi apnao etc. It has dealt in four type of products-food and beverage, cosmetics and health, health drinks and health care. Patanjali is a multi-products dealing company, it deals in general commodities to heavier items which related with day to day need products. It also focuses its other competitors like Nestle, Dabur and HUL products range. After considering all the aspects of market Patanjali holds a strongest position in the market. Patanjali food and Herbal Park is the main facility in production operated by patanjali Ayurveda. The company has production capacity if Rs.350 billion and is in the process of expanding to a capacity of Rs.600 billion.

## 6. FINDINGS OR RESULTS

1. The majority of the respondents are between 20-21 age group. It is observed that mostly respondents are students from different colleges.
2. The number of female respondents are more than the number of male respondents. Among 60 respondents, 56.7 per cent are female, followed by 43.3 per cent male respondents.
3. At the present time Patanjali is famous for its multi-product strategy. Patanjali makes a brand image in the Indian market. From our research 73.3 percent respondents aware from its brand name at the town it reveals that mostly people uses Patanjali Ayurvedic product at town.
4. 56.7 percent respondents believe that Patanjali provides a large variety of product. Patanjali deals with all type of product and the people of Nagaon town admit it.
5. Majority of the respondents of the research i.e. 55 percent respondents agree that Patanjali products are high quality product, 8.3 percent respondent strongly believed that it provide a high quality product but same percentage of respondents didn't believed that Patanjali provide a high quality products.
6. 41.7 percent of the respondents believed that Patanjali provides a fair pricing product. Only 21.7 percent respondents are provided a negative remark.

7. 68.3 percent respondent said that the packaging of Patanjali is so decorative and attractive following by 31.7 percent respondent who are said it is a waste of money on the product.
8. Majority of the respondents said that Patanjali products contain a high level of natural ingredients in its products and same no of respondents are not arrived any conclusion.
9. 86.7 percent respondents are satisfied by Patanjali products and 13.3 percent respondents are not satisfied by the products.
10. 73.3 percent responded didn't faced any problems regarding health, skin etc. in using Patanjali product. Patanjali is safe in every aspect.
11. 41.7 percent respondents agree that Patanjali provides chemical free products, 10 percent strongly believe it. 36.7 percent respondents are not arrived any conclusion and 10 percent of the respondents disagree that Patanjali the statement.
12. Majority of the respondents i.e. 91.7 percent of the respondents strongly believed that the brand create a good image at the town in future. The Patanjali already captured the market of the town in some area. The research reveals the future market strategy of Patanjali. 13. 30 percent respondents prefer Patanjali product for its affordability, 13.3 percent respondents prefer for its convenient and 13 percent prefer the products for its hygienic nature. Majority of the respondents prefer Patanjali products for several other reasons.
13. 14. 55 percent respondents hear about Patanjali products through advertisement following by recommendation, self-exploration by other mediums.
14. 15. 88.3 percent respondents agree that Patanjali provides a better price alternative product. The present market is surrounded by different Ayurvedic products like Dabur, IMC, Vestige etc which has captured the market before Patanjali. But the Patanjali will capture the market in upcoming time at the town.

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Patanjali survive in the market after considering different aspect or factors of market. This study shows that different factors need to take into consideration while decide the taste of the customer towards the product. Patanjali plays an important role in the market and give a tuff competition to other companies. This study proved that Nagaon town accepted the products of the Patanjali.

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