

Customer Preferences Towards Patanjali Products A Study

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Customer Preferences Towards Patanjali Products

Customer preferences towards Patanjali products: A study ...

Customer preferences towards Patanjali products: A study on consumers with reference to Mumbai Suburban district Dr(Ca)Seema Gosher,AsstProf : Dept of Accountancy, SmtMmp Shah Womens Of Arts And Commerce,338,RAKidwai Road ,Matunga-400019 ABSTRACT

Customer Preferences Towards Patanjali Products A Study ...

Customer preferences towards patanjali products: A study Gosher Seema (2017),in her study "Customer preferences towards Patanjali products" A study on consumers with reference to Mumbai Suburban district has revealed that the people between the age group of 15-45 are the major consumers of Patanjali products

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Customer Preferences Towards Patanjali Products Customer preferences towards Patanjali products: A study on consumers with reference to Mumbai Suburban district Dr(Ca)Seema Gosher,AsstProf : Dept of Accountancy, SmtMmp Shah Womens Of Arts And Commerce,338,RAKidwai Page 2/11

Customer preferences towards patanjali products: A study ...

Patanjali is also said to be benefiting from a shift in consumer preferences towards herbal and ayurvedic products which are considered to be closer to nature It has also positioned itself as a swadeshi brand, which has an appeal among a category of consumers 2 Objectives of the study are 1 To know why consumer prefer patanjali products 2

The Study Of Customer Perception Towards Patanjali ...

Gosher Seema (2017), in her study "Customer preferences towards Patanjali products" A study on consumers with reference to Mumbai Suburban district has revealed that the people between the age group of 15-45 are the major consumers of Patanjali products It was observed that between age group Of 15-25 years are preferring cosmetics

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A STUDY ON CONSUMER PERCEPTION TOWARDS ON THE ...

As we know that customer is the king of any business, it is essential to understand customer's expectations, their preferences towards the product and their needs and wants Without understanding consumer behavior no companies can survive The main purpose of this project is to study consumers perception towards Patanjali products

An Exploratory Study on Customer Preferences towards ...

consumer preferences towards pathanjali 2 To measure the customer satisfaction towards various products of the pathanjali 3 To examine the customer loyalty and preferences towards pathanjali III METHODOLOGY OF THE STUDY The survey conducted in the mysore with the sample size of 43 respondents who are using pathanjali The data

A STUDY ON CONSUMER PERCEPTION TOWARDS PATANJALI ...

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Study On Consumer Awareness, Attitude And Preference ...

2) To study the brand preference of „Patanjali“ in customer view 3) To study the brand perception of „Patanjali“ in the minds of consumer II RESEARCH METHODOLOGY The study is descriptive in nature This study describes the customer retention and satisfaction level towards selected herbal products

A study on consumer awareness,attitude and preference ...

Indian society especially in Coimbatore city, Tamil Nadu towards Herbal Cosmetic Products The classification of the different strata of the people in area wise, gender wise, age wise, income wise, etc, The study will also be helpful in analyzing the customer attitude towards the different factors identified after the focus group discussions

A Study on Customer Perception and Satisfaction Level ...

A Study on Customer Perception and Satisfaction Level towards Herbal Products of Patanjali in Bilaspur City (HP), India and the company achieves customer loyalty to the products Customer satisfaction is defined as the number of customers or This study allows manufacturers to know the needs and preferences of customers The study was

A STUDY OF CONSUMER PERCEPTION OF HERBAL PRODUCTS ...

Aug 06, 2015 · similar consumer perception of ayurvedic products The absence of side effect is the most important factor that influence women in the purchase of skin care products (Khan & Khan, 2013) As per Arya etal, (2012) consumer shows a positive attitude towards ayurvedic drugs and products and use without doctor"s prescription

A STUDY ON CONSUMER PREFERENCE AND SATISFACTION ...

influence of product dimensions on customer satisfaction and customer loyalty as well as to understand the Himalaya effect of the product In today's life Himalaya is treated as an important ayurvedic product and Now a day's consumers are aware in purchasing ayurvedic products So the study

consumer preference towards

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A study on customers' preference and satisfaction toward's ...

3) Customer preference in Himalaya products may depend upon numerous factors Individual's decision on purchasing differs from one another

OBJECTIVES OF THE STUDY: 1 To measure the level of awareness among customer towards Himalaya product 2 To ascertain the factors that influencing the customer on choosing of Himalaya product

Brand 'Patanjali', With Special Reference to Pandalam

expected, customer is highly satisfied and that is how the company achieves loyalty of the customer towards the products This study is aimed to find the consumers perception on the brand Patanjali Keywords: patanjali product, consumer's preference, brand image, perception I INTRODUCTION

A Study on Customer Preference and Satisfaction ...

A Study on Customer Preference and Satisfaction towards Restaurant in Dehradun City Global Journal of Management and Business Research Volume XII Issue XXI Version I 2 20 12 ear Y 40 ©2012 Global Journals Inc (US) Most services are not produced and consumed until ...