

Customer Preferences Towards Patanjali Products A Study

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'Customer preferences towards Patanjali products: A study on consumers with reference to Mumbai Suburban district', International Journal Of Advance Research And Innovative Ideas In Education, vol. 3, no. 1, 2017, p. 965-969.

As per the reports of Broadcast Audience Research Council (BARC 2016), Patanjali Ayurvedic products are India's biggest Fast Moving Consumer Goods (FMCG) advertiser. This study is an attempt to identify the level of preference towards Patanjali Products which helps to reveal its brand identity. An empirical study was done with 200 samples ...

A MINI PROJECT REPORT ON STUDY ON CONSUMER'S PERCEPTION TOWARDS PATANJALI PRODUCTS SUBMITTED IN PARTIAL FULFILLMENT OF REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION Submitted To: Submitted By: Dr. Rama Koteswara Rao Kondasani Kingsuk Talukdar Assistant Professor Scholar ID-1950121 DEPARTMENT OF MANAGEMENT STUDIES ...

In this paper, I have tried to study Customer Perception in relation to products of Patanjali Ayurved Ltd, one of the fastest emerging brand in India and world over. The study also intends to examine product range, the customer's spending patterns, buying behaviour, factors affecting their purchase, post purchase behaviour of the customer in ...

strong influencing factors. The present study is aimed at identify the factors which pressure the customer to shift into Patanjali Natural food products and their experience towards new brand. Keywords: Customer attitude, influencing factors, customer's experience, patanjali natural food products, Swadesh Product , Motivating factors,

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A STUDY ON CONSUMER PREFERENCE TOWARDS PATANJALI PRODUCTS – WITH SPECIAL REFERENCE TO ERODE CITY G.
Gurusanthosini* & G. Gomathi** Assistant Professor, Department of Corporate Secretaryship With CA and Professional Accounting, Kongu Arts and Science

College, (Autonomous), Erode, Tamilnadu

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