

**“A STUDY ON PRODUCT POSITIONING AND CUSTOMER ACCEPTANCE
OF PATANJALI PRODUCT’S WITH REFERENCE TO PATANJALI
AYURVED LIMITED, BENGALURU”**

Submitted by

HEMA PRASADA T

USN: 4AL18MBA30

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

Mrs. Priya Sequeira

Assistant Professor

Department of MBA

AIET, Mijar

EXTERNAL GUIDE

Mrs. Shahina Jia

Product Manager

Patanjali Ayurved Limited

Bengaluru



**DEPARTMENT OF BUNESINESS ADMINISTRATION
ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY
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CIN: U24237DL2006PLC144789



PATANJALI AYURVED LIMITED

HRS Layout, Bengaluru, Karnataka-560102

PAL/HRD/59(C)-A/2019-20/07

Date: 15-02-2020

CERTIFICATE

This is to certify that **Mr. HEMA PRASADA T**, bearing USN : **4AL18MBA30**, 2nd year MBA student of **Alva's Institute of Engineering and Technology**, Shobhavana campus, Mijar has undertaken the project work entitled "**A Study on Product Positioning and Customer Acceptance of Patanjali Products**" with reference to patanjali Ayurveda limited Bengaluru. From 1-1-2020 to 15-2-2020

During his project work in our company, we found his character and conduct is good.

"We wish him success in his life carrier"

GENERAL MANAGER

(Human resources & Development)



ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka)

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State.

Phone : 08258-262724 (O), 262725 (P), Telefax:08258-262726

Email : principalaiet08@gmail.com, Web:www.aiet.org.in

24 June 2020

CERTIFICATE

This is to certify that **Mr. HEMA PRASAD T** bearing USN **4AL18MBA30**, is a bonafide student of PG Department of Business Administration of Alva's Institute of Engineering and Technology, Mijar, affiliated to Visvesvaraya Technological University, Belagavi. The project report titled **"A STUDY ON PRODUCT POSITIONING AND CUSTOMER ACCEPTANCE WITH REFERENCE TO PATANJALI AYURVED LIMITED, BENGALURU"** is prepared by him under the guidance of Mrs. Priya Sequeira, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Priya Sequeira
Signature of Internal Guide

Dr. Claret Mendonca
Signature of HOD

DEAN

Dept. of Business Administration
Alva's Institute of Engg. & Technology
MIJAR - 574 225

Dr. Peter Fernandes
Signature of Principal

PRINCIPAL

Alva's Institute of Engg. & Technology,
Mijar, MOODBIDRI - 574 225, D.K.

DECLARATION

I, HEMA PRASADA T, hereby declare that the Project report entitled "A STUDY ON PRODUCT POSITIONING AND CUSTOMER ACCEPTANCE OF PATANJALI PRODUCTS" with reference to "PATANJALI AYURVED LIMITED, BENGALURU" prepared by me under the guidance of Mrs. Priya Sequeira, Assistant Professor, faculty of MBA Department, Alva's Institute of Engineering and Technology, Mijar, Moodbidri and external assistance by Mrs. Shahina Jia, Product Manager, Patanjali Ayurved Limited, Bengaluru. I also declare that this project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undertaken a summer project for a period of Six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Place: Mijar

Date: 01-07-2020


Signature of the Student

ACKNOWLEDGEMENT

I, **HEMA PRASADA T**, student of Alva's Institute of Engineering and Technology, Mijar studying Master of Business Administration hereby taking this opportunity to express my sincere gratitude to my guide **Mrs. Priya Sequeira** for her ideal guidance and encouragement throughout the course.

I also take this opportunity to express my deep sense of gratitude to **Mrs Shahina Jia**, Product Manager, Patanjali Ayurved Limited, Bengaluru for showing me immense support with valuable guidance and helped me in getting the information.

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HEMA PRASADA T

4AL18MBA30

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EXECUTIVE SUMMARY

This project titled “A Study on Product Positioning and Customer Acceptance of Patanjali Product’s with reference to Patanjali Ayurved Limited, Bengaluru” is submitted in partial fulfilment of the requirement for the award of master of business administration. The project is concerned with the Product positioning strategies and customer acceptance of Patanjali products.

Product positioning and customer acceptance plays vital role in any of the company as the sales and growth of the company depends on the product positioning strategies used by the companies to attract the customers, the sales can be increased using the product positioning and customer acceptance. In this scenario an attempt is made to study the Product positioning and customer acceptance of Patanjali products.

In the first stage, an attempt is made to identify, understand and analyze various product positioning strategies. In the second stage, random customers were selected to know their view on the Patanjali’s products positioning and customer acceptance with designing well-structured questionnaire with the help of internal and external guide.

A sample of 100 respondents were selected from customers of Patanjali, the respondents opinion for the designed questionnaire is collected. The collected data were tabulated and analyzed using percentage analysis and inference is drawn for each set of questions.

One way ANOVA is used in order to test the effectiveness of the product positioning and customer acceptance will make any impact on the buying behavior of the customer of Patanjali, as the outcome of the test, it is inferred that product positioning and customer acceptance has huge impact on attracting the customers, retaining the existing customers and increasing the sales.