

## Brand Preference, Patanjali, and FMCG: A Bibliometric Analysis

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### Abstract

The primary goal of this study is to conduct a bibliometric analysis using the key words as Brand Preference, Patanjali and FMCG. The quality and advantages that the brand offers, particularly when it comes to the brand of foods and cosmetics items, have a significant impact on the consumer's decision to purchase a certain brand over time. Consumer satisfaction is calculated by contrasting the product's actual performance with its anticipated performance after use. Since perceptions are so individualized, they are susceptible to distortion. The conflict between buying and not buying persists in our minds unless a large number of people agree with our choice. Brands must thus be positioned in consumers' minds in order to survive in a nation like India. Ayurveda and herbal companies are well-known in India because the country's residents strongly relate herbal items to their spiritual beliefs. In this research paper bibliometric analysis has been done using vos-viewer.

**Keywords:** Brand Preference, Patanjali, FMCG

### INTRODUCTION

Patanjali is a well-known Indian consumer goods and Ayurvedic product brand that bears the name of the legendary sage Patanjali. One of the top FMCG (Fast Moving Consumer Goods) businesses in India, Patanjali was founded in 2006 by yoga master Baba Ramdev and Ayurveda specialist Acharya Balkrishna. The cornerstone of the business is the dissemination of conventional Indian wisdom and healthy natural practices. Ayurveda, a traditional holistic medical system that has its roots in India and has been practiced for thousands of years, is emphasized by Patanjali. Ayurveda places a strong emphasis on achieving total health and well-being by harmonizing the body, mind, and spirit. The assortment of goods offered by Patanjali includes items for personal care, food and drink, health supplements, home care, and more. They provide a wide range of products, including natural health supplements, organic food, herbal teas, herbal cosmetics, and herbal treatments. The dedication of Patanjali to creating natural and herbal goods while avoiding dangerous chemicals and artificial additions sets them different from other companies. The business is well-liked by customers who are concerned about their health since it places a strong emphasis on using organic and locally produced foods. Since its founding, Patanjali has grown rapidly, accumulating a sizable customer base within India and even extending its reach beyond. Its success may be ascribed to a blend of conventional knowledge, successful marketing, and the market's increasing desire for natural and organic goods. As Patanjali grows, it stays committed to its basic values of offering premium, reasonably priced, and natural goods to encourage wellness and healthy living among people all over the world.

The range of products offered by Patanjali includes a variety of goods in the food and beverage, personal care, health supplement, and even clothing sectors. Patanjali Dant Kanti toothpaste, Patanjali Aloe Vera gel, Patanjali Ayurvedic medications, and Patanjali herbal teas are some of its best-known products. Because they are inexpensive, easily accessible, and thought to have health benefits, these items have attracted a devoted following. Its commitment to promoting Swadeshi (made in India) goods is one of the things that distinguishes Patanjali in the FMCG market. Indians greatly identify with this since it supports the nation's drive for independence and economic expansion. The "Swadeshi" branding used by Patanjali has also helped it spread quickly across the country.

### Evolution

There was little investment in the FMCG industry between 1950 and 1980. Due to the lesser purchasing capacity of the local populace, individuals choose basic goods over expensive ones. The Indian government tended to support neighbourhood stores and merchants. People's need for greater product diversity between 1980 and 1990 prompted FMCG businesses to expand their product offerings. As the FMCG industry gained momentum, more businesses began to enter it. At the same time, the media sector in India saw a boom, which increased the pressure on new businesses to turn a profit. Prior to 1991, when globalization and liberalization took place in India, local consumers could not purchase western clothing or imported foods. The general public did not know anything about brands.

### **Brand Awareness**

Brand awareness, used in marketing, refers to how well customers can name a product. Customers' awareness of the brand should ideally include favorable opinions about the characteristics that set the product apart from its rivals. A crucial stage in advertising a new product or revitalizing an established brand is raising brand awareness.

### **Brand Preference**

A brand includes any attribute that distinguishes one seller's item or service from those of other vendors, including names, terms, designs, symbols, and other features. Simply said, a brand is what distinguishes a good or service from rivals and gives it its own identity. Everyone has preferences, including for the brands they choose to purchase. When a person consistently favors one brand over another in the same product category, such behavior is known as brand preference. In other words, it occurs when a consumer repeatedly chooses one brand over another while purchasing a good or service. There are several causes for why someone could get fond of a specific brand. They could choose that brand because they've had good luck with it in the past or because they believe it offers higher quality than competing products. They can be drawn to the brand because they have a personal connection to it or because they buy it for their friends and family on a regular basis. Whatever the cause, brand selection is typically determined by a trifecta of personal taste, price, and quality.

### **Patanjali**

Patanjali is a well-known Indian consumer goods and Ayurvedic product brand that bears the name of the legendary sage Patanjali. One of the top FMCG (Fast Moving Consumer Goods) businesses in India, Patanjali was founded in 2006 by yoga master Baba Ramdev and Ayurveda specialist Acharya Balkrishna. The cornerstone of the business is the dissemination of conventional Indian wisdom and healthy natural practices. Ayurveda, a traditional holistic medical system that has its roots in India and has been practiced for thousands of years, is emphasized by Patanjali. Ayurveda places a strong emphasis on achieving total health and well-being by harmonizing the body, mind, and spirit. The assortment of goods offered by Patanjali includes items for personal care, food and drink, health supplements, home care, and more. They provide a wide range of products, including natural health supplements, organic food, herbal teas, herbal cosmetics, and herbal treatments. The dedication of Patanjali to creating natural and herbal goods while avoiding dangerous chemicals and artificial additions sets them different from other companies. The business is well-liked by customers who are concerned about their health since it places a strong emphasis on using organic and locally produced foods. Since its founding, Patanjali has grown rapidly, accumulating a sizable customer base within India and even extending its reach beyond. Its success may be ascribed to a blend of conventional knowledge, successful marketing, and the market's increasing desire for natural and organic goods. As Patanjali grows, it stays committed to its basic values of offering premium, reasonably priced, and natural goods to encourage wellness and healthy living among people all over the world.

### **Some FMCG Companies of India**

#### **Hindustan Unilever**

Hindustan Unilever Limited (HUL) is the largest and among top FMCG companies in India, which has been in India for over 80 years. HUL is a subsidiary of Unilever, which has a shareholding of 67% in HUL and is one of the leading suppliers of Food, Home Care, Personal Care, and Refreshments Products in 190 Countries in the world with a sales turnover of €52 billion in 2019. As one of the largest FMCG companies operating in India and across the world, HUL has 35 brands spanning 20 distinct categories such as soaps, shampoos, skin care, detergents, toothpaste, cosmetics, deodorants, tea, coffee, packaged foods, ice cream, and water purifiers. These brands are a part of life in many households in India.

#### **ITC**

ITC is one of India's largest diversified conglomerates and one of the top FMCG companies in India. It has a market capitalization of US\$ 50 billion. ITC is acknowledged as one of the most trustworthy brands, with a gross sales value of US\$ 10.8 billion (figures as of 31.03.2019). ITC's FMCG brands contain a vibrant portfolio of 25 world-class Indian brands that are trusted and used by Indians. ITC's FMCG brands include Aashirvaad, Sunfeast, B Natural, Yippee!, Bingo, ITC Master Chef, Fabelle, Sunbean, Vivel, Fiama, Engage, Savlon, etc.

#### **Nestle**

NESTLÉ India is a subsidiary of NESTLÉ S.A. Switzerland, the largest food and beverage company present in 191 countries around the World. With a large number of FMCG distributors and co-workers, Nestlé India provides the

consumers with standard global products to the consumer in India. NESTLÉ has more than 2000 brands to satisfy its customers' needs across the globe.

#### Amul

Amul is a Gujrat-based Indian dairy cooperative society and is known to start the White Revolution in India, which made India the world's largest producer of milk and milk products. Co-operative Milk Marketing Federation Ltd. (GCMMF) manages Amul, which has 3.6 million milk producers in Gujarat at this point.

#### Colgate-Palmolive

Colgate-Palmolive was founded in 1806, 214 years ago. Colgate is an American multinational FMCG headquartered in New York City. Colgate has a specialization in the production and distribution of the products like personal care, household, health care, and veterinary products.

#### Parle Agro – Largest Beverage FMCG Company in India

Parle Agro, established in 1985 and headquartered in Mumbai, is the largest beverage company. Parle Agro has a motto of establishing new categories, building brands and capturing the market in the same. Its known brands are Frooti, Appy Fizz, Appy, Bailley Soda, Bailley, Cafe Cuba, Frio and Dishoom.

#### Parle

Parle was launched in 1929, Parle-G being the world's largest selling biscuit, Parle is India's top manufacturer of biscuits and confectionery with brand names like Hide and Seek and Monaco.

#### Britannia – Oldest FMCG Company in India

Britannia Industries was founded in 1892 and is India's oldest existing company, with a headquarter in Kolkata. It is now part of the Wadia Group, headed by Nusli Wadia.

#### Marico

Marico is one of India's leading FMCG companies in beauty and wellness space. It is present in 25 countries and is the market leader of brands in categories skincare, haircare, health foods, male grooming, edible oils, and fabric care. Some of its famous brands are, Parachute Advanced, Parachute, Saffola, Nihar, Nihar Naturals, Hair & Care, Livon, Mediker, Set Wet and Revive.

### Literature review

**Davies & Cline,(2005)** the classic Hotelling model fails to explain brand effect in the market due to assuming identical unit transportation costs for heterogeneous products. Consumer brand preference is crucial for firms to make competitive strategies, affecting product price, market share, profits, and social welfare under Nash equilibrium conditions.

**Rajagopal,(2009)** Brands need to be nurtured based on sociodemographic attributes, such as central, suburban, and industrial markets. Brand gravity is determined by consumer pull in suburban markets. This article discusses positioning brands in different market segments, developing strategies to enhance performance, and planning for brand reengineering. Higher brand gravity can help companies determine products, strategies, and advertising.

**Kim et.al,(2011)** focuses on consumers' brand preference towards FMCG (Dental Care) products in organized retail stores in Erode. The descriptive method was used, with a survey conducted with 200 customers between July 2011 and September 2011. The results showed that all customers were satisfied with FMCG products, regardless of brand, but needed improvement in customer service. The majority of customers prioritize quality, price, design, sales, and service as their top priorities. The study reveals the attributes of customers towards FMCG goods and services, revealing their brand preference and satisfaction.

**Strick et.al,(2012)** compares brand identity, image, and preference between cyber and offline-based retail brands. Results show offline-based extension brands have an advantage in translating brand identity into a successful image, especially during early Internet stages. Positive spillover effects from offline-based brands are not evident in the early Internet stage. Cyber brands have a slight disadvantage in internet use from elaboration to fortification stages.

**Toomey & Francis,(2013)** investigates the impact of branded product placement on pre-teenaged consumers' brand preference and choice. A two-group experimental design was used, and the findings suggest that branded product

placement may not affect attitudes or behavior. The theory of mere exposure and social learning theory support the effectiveness of the practice in reaching pre-teens.

**Dale,(2014)** the article explores the psychology of meditation and introverted mystical development from a neo-Piagetian perspective, focusing on the unfolding of meditative and cognitive development stages. It suggests commonalities between cognitive and meditative contents, and predicts a variable spiritual landscape across traditions and individuals, reflecting cultural learning environments.

**Brien,(2017)** Classical yoga is often associated with Patañjali's Yogasūtra, but a wider corpus reveals a more complex discourse in soteriological contexts. This discourse is entangled across religious boundaries and uses the botanical image of the seed and its seedbed as a metaphorical structure.

**Kapoor & Chaudhary,(2017)** In today's complex and competitive world, Ayurveda is gaining popularity due to its therapeutic values. Patanjali Ayurveda Ltd., a new entrant in the FMCG sector, faces tough competition from established multinational corporations. A survey of 150 respondents found that product quality, brand image, and trust are the most important factors influencing consumer decisions. The association of Baba Ramdev also influences sales. However, average satisfaction with Patanjali products remains low.

**Whitney,(2017)** Jung and Patanjali emphasize the human desire to understand "God" as a real instinct, emphasizing the teleological directedness of the psyche and reconciling science and religious experience. They emphasize the study of affect as an empirical means of entering the psyche. Patanjali believes that the nadir of affect lies in transcending sorrow and stabilizing the mind, which allows for mental stability and the distinction between binding states and pure consciousness. This research highlights the phenomena of affect, drawing us back to the Freud Jung dialogue and forming a contemporary clinical picture of the drive towards or away from religious experience.

**Ahmed et.al.,(2018)** the case study analyzes Patanjali Ayurved Limited, a disruptive force in India's FMCG space, focusing on its growth and expansion plans. The study analyzes Patanjali's business model, marketing mix, competitiveness, and strategies to identify strengths, weaknesses, opportunities, and challenges. The findings suggest that the company should focus on improving manufacturing facilities, product quality, advertisement content, distribution network, consumer research, and segmentation to face competition and market trends.

**Casidy et.al, (2019)** the impact of brand identity on brand performance, finding that it indirectly influences willingness-to-pay premium price through brand preference and affective brand identification. The mediating effect of brand identification is enhanced when customers have a memorable experience with the service brand. This research provides empirical evidence on the moderating role of memorable experiences in consumer-brand relationships

**Friedmann &Lowengart, (2019)** examines the role of product involvement in brand preference formation for men and women. It found that stereotypical gender differences appeared at high levels but not low-involvement levels. This raises questions about the evolutionary basis of gender differences and the effectiveness of segmenting by gender for increasing brand preference for low-involvement products. The findings can help design efficient marketing strategies for products with different involvement levels.

**Kao & Wu, (2019)** investigates the moderating roles of cognitive load and brand story style in the impact of bank clients' affective orientation on brand preferences. A total of 216 participants in Taiwan were randomly assigned to a 2 × 2 factorial design. An ANOVA was conducted to examine the interaction effects of affective orientation, cognitive load, and brand story style on bank clients' brand preferences. The research is the first to examine the moderating effects of bank clients' affective orientation, cognitive load, and brand story style on brand preferences.

**Wymer & Casidy,(2019)** In order to better understand brand strength, this study investigates its antecedents, multidimensional influences, and word-of-mouth (WOM) behavior. As a result of brand preference partially mediating the influence on WOM, the results demonstrate that brand familiarity strongly influences attitude and remarkability.

**Salil & Vivek,(2019)** FMCG companies like Hindustan Unilever, P&G, and Patanjali are rapidly growing globally. A study in Kerala, India, found that quality and natural products are the main factors influencing customers to buy Patanjali products. The majority of respondents expressed a desire to buy and recommend Patanjali products, suggesting their sustainability in the Kerala market.

**Sandhya,(2019)** investigates consumer preferences for green products, specifically Patanjali, and examines the impact of age and gender on their preference. A sample of 200 respondents was collected using a questionnaire at ECIL in Hyderabad. The hypothesis is whether age and gender have a significant influence on consumer preference for green products.

**Ahuja et. al.,(2020)** Patanjali Ayurveda Ltd., founded in 2006 by Yoga Guru Baba Ramdev, is a rapidly growing FMCG brand in India. With a unique brand positioning and a well-designed marketing mix, the company has scaled up quickly. A study analyzed the brand's business model, strategic decisions, and consumer perception of Ayurveda products. The study also discussed challenges faced and future prospects for the brand.

**Pillai & Jothi, (2020)** the Indian economy's fourth largest segment is FMCG, with salary growth, consumption habits, and changing consumer attitudes impacting purchasing behavior. Kerala's rural and sub-urban markets are experiencing growth, with consumers preferring natural, environmentally-friendly, and eco-friendly products. This study aims to evaluate FMCG distribution management, brand preferences, and special techniques used by FMCG organizations in rural areas.

**Shaari,(2020)** examines the impact of brand preference and perceived brand scarcity on consumers' brand loyalty during the COVID-19 pandemic. A cross-sectional survey of 203 Malaysian consumers found a positive relationship between brand preference and perceived brand scarcity. This study offers theoretical and practical insights for FMCG brand management during the pandemic.

**Baluyot & Caluza,(2021)** the pandemic has led to sustainability issues in Philippine casual dining restaurants. This paper proposes a business approach with brand standardization and recalibration to succeed in the market. The study found no significant relationship between brand performance drivers and customer attitudes towards brand preference. The study outlined a brand standard mechanism model consisting of six dimensions: Brand Management, Service Performance, Safety Protocols and Sanitation, Technical and Operational Design, Menu Selection and Pricing, and Brand Awareness and Sustainability. The findings suggest that the well-being and hygiene of casual dining restaurants are the most challenging aspects due to current customer support and satisfaction standards.

**Matthews et.al, (2021)** the Sneakerhead subculture, a subculture of athletic footwear, has not been extensively studied. A study of 12 male Sneakerheads used Social Identity Theory to explore their culture, brand preferences, practices, and group identity factors. The findings reveal a distinct sense of group identity, motivations, behaviors, and brand identity within the Sneakerhead community. The study also sheds light on the lifestyle of Sneakerheads and their unique behaviors and practices.

**Puriwat&Triposakul,(2021)** the COVID-19 pandemic has significantly impacted businesses' social responsibility initiatives, with digital social responsibility (DSR) becoming increasingly important. This study investigates the impact of DSR on brand preference and consumers' purchase intention, comparing high and low involvement product categories. Results show that DSR initiatives are positively associated with brand preference and purchase intention, with product involvement playing a significant role in strengthening the association. The research emphasizes the importance of DSR and its potential impact on customer perception.

**Sengupta et.al,(2021)** the COVID-19 pandemic has significantly impacted markets, with "Acts of God" (AOG) being a common marketing phenomenon. The lockdown presents an opportunity to study brand preferences during AOG periods. A conceptual model was used to analyze post-millennials' brand preferences during the lockdown in India, showing that the lockdown attenuated the influence of usual brand preferences.

**Cuong, (2022)** Brand satisfaction positively affects brand trust, choice, and loyalty, according to research that looked at 214 laptop buyers in Ho Chi Minh, Vietnam. Brand preference is positively impacted by brand trust, while brand loyalty is positively impacted by brand preference. The conclusions emphasize the significance of brands in influencing customer behavior.

**Fuduric et.al, (2022)** Private label market shares are increasing globally, challenging manufacturer brands in various product categories. While investments in quality, design, and marketing communication positively influence consumer perceptions, manufacturer brands still dominate brand preference. A study using the implicit association test (IAT) found that consumers perceive manufacturer brands more positively, but implicit measures do not have statistically significant predictive power for private label purchase intentions.

**Gomez et.al,(2022)** brand communication and brand image are examined as factors influencing consumers' preferences for wine brands and their propensity to visit vineyards. It looks at how brand communication and image building in the wine tourism business use advertising, promotion, sponsorship, public relations, corporate social responsibility, and social media. The research offers implications for brand management theory and practice, as well as new marketing and communication strategies for the winery tourist sector.

**Kral et. al, (2022)** A successful brand is crucial for a company's success, reflecting consumers' rational and emotional expectations. A survey involving 16 Slovak consumers showed a direct correlation between socio-demographic characteristics and their preferences for branded products. The paper recommends not adopting current trends in attitudes

and preferences for brands in Slovak consumer markets, as they are significant sales and marketing tools. However, it is not possible to generalize the results to other markets due to cultural, social, and economic differences.

**Hwang et.al,(2023)** the behavioral intentions of robot and human restaurant servers are compared in terms of memorable brand experiences, brand preferences, and behavioral intentions. These conceptions differed statistically between 296 and 307 clients, according to data. Remarkable brand experiences have a positive impact on brand preference, which in turn affects usage intentions, word-of-mouth, and readiness to pay more.

**Kolanska et.al, (2023)** Advertising is a powerful tool for promoting products and ideas, with digital media reaching millions of consumers. Deceptive practices in advertising have created challenges for regulatory bodies, such as the Advertising Standard Council of India (ASCI). This study analyzed TV commercials of Indian consumer goods company Patanjali Ayurveda, focusing on the ethics and ethics of the company's advertisements. Results showed that 44% and 49% of respondents felt that Patanjali used patriotic and cultural themes to promote their products. 51% of respondents believed boycotting other products was not justified, and 21% thought linking patriotism to marketing goods was beneficial. The majority of respondents believed that promoting negative sentiments in advertising practices was not good for the country's social fabric and economic goals. The study found that some Patanjali product advertisements violated ASCI codes and were fined for harmful and misleading content. Although these ads were banned on television, they continue to exist on digital media under the name Patanjali Ayurveda, and ASCI has failed to ban such ads on digital media platforms.

### Objectives

.In order to undertake a thorough and methodical analysis of the study, the following objectives were developed:

- To explore the historical background and emergence of Patanjali.
- To undertake a bibliometric analysis of Patanjali Products

### Research methodology

In the context of conducting research, "research technique" refers to a methodical procedure for gathering data for managerial decision-making (Snyder, 2019). The study examines a variety of research approaches and the importance of picking a particular strategy for the proposed research to acquire an accurate evaluation of the problem. The explored research procedures encompass both qualitative and quantitative approaches. A research methodology is a research plan that offers the researcher with a methodical manner of tackling the currently-studied research subject (Snyder, 2019). Thus, the study incorporates the research methodologies and investigates the relevance of employing the specific approach for the offered analysis in order to build an appropriate evaluation.

This chapter details the research technique, methodology, design, instrument development, sampling strategy, and data collecting. Using a study method of analysis, the influence on the topic of Patanjali is analyzed.

Figure 1:

#### Three stage review procedure for bibliometric analysis



- Search string :  
“Article,title,  
abstract and  
keywords”
- Keywords : Brand  
Preference,  
Patanjali, FMCG
- Scopus database
- Search Result :250  
document

- Inclusion criteria:
- Year:till 2022
- Subject area:
- Document type :  
“Article”
- Source type :  
“Journal”
- Language: “English”
- Publication stage:  
Final

- Bibliometric techniques –
- Performance  
Analysis
- Science Mapping

### Science Mapping

Science mapping depicts the relationships between research elements. This section highlights the co-occurrence network diagram of author keywords, and sources, and co-citation analysis of authors and sources

### Co-authorship Authors

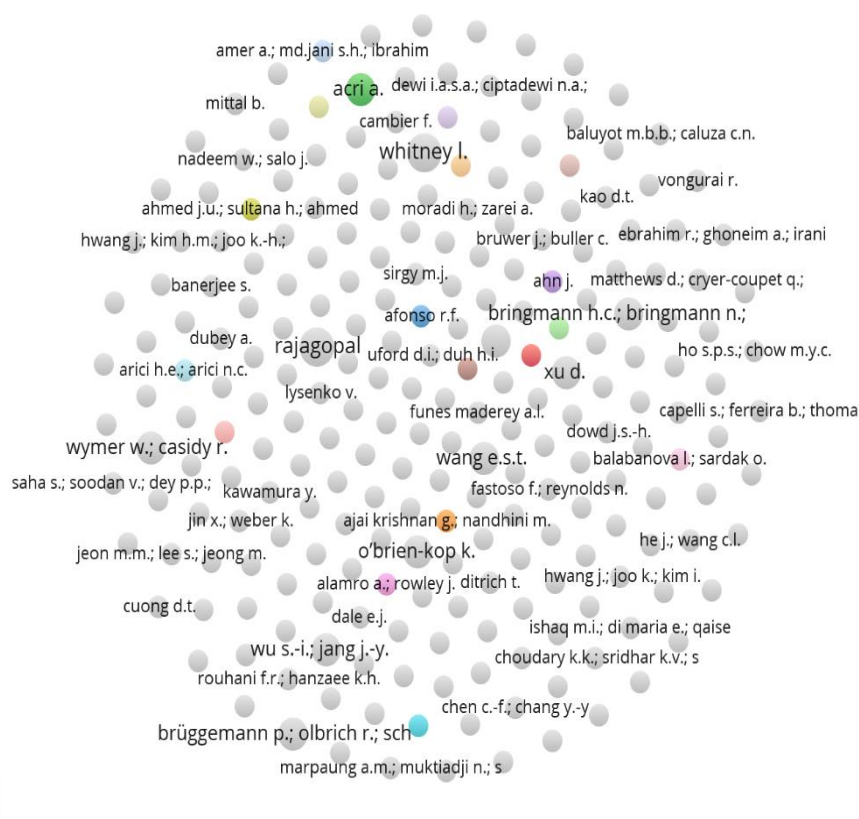


Figure 2: Co-authorship Authors

A word-cloud map has been created using Biblioshiny to reveal the most popular terms used by authors. The "authors keywords" analytical unit consisted of the terms that the authors themselves determined best described their research. The Top 50 Most Frequent Authors' Keywords Used in the Database are represented in Figure below as a word-cloud map. It is clear that in the Scopus database chosen for this study, the term " Brand preference and patanjali " is used the most frequently. Scholars may find this information valuable in locating publications utilizing pertinent keywords and in understanding the subject's most popular research topics.

Table 1:

Author, documents, citations and total link strength

Author	Documents	citations	total link strength	link
acri a.	2	14	0	
bringmannh.c.; bringmann n.; jeitler m.; brunnhuber s.; michalsen a.; sedlmeier p.	2	20	0	
brüggemann p.; olbrich r.; schultz c.d.	2	5	0	
kim w.; ok c.; canter d.d.	2	48	0	
o'brien-kop k.	2	10	0	
Rajagopal	3	27	0	
wang e.s.t.	2	142	0	
whitney l.	3	4	0	
wu s.-i.; jang j.-y.	2	24	0	
wymer w.; casidy r.	2	6	0	
xu d.	2	1	0	

On the other hand, co-authorship analysis investigates the relationships between authors. We can locate clusters or groups of scholars who commonly work together by looking at patterns of co-authorship. These clusters frequently represent research communities or networks that collaborate to progress their respective fields and have similar interests. Co-authorship analysis aids in the identification of potential coauthors, the comprehension of the dynamics of research networks, and the monitoring of the impact and output of individual writers.

Co – occurrence All Keywords

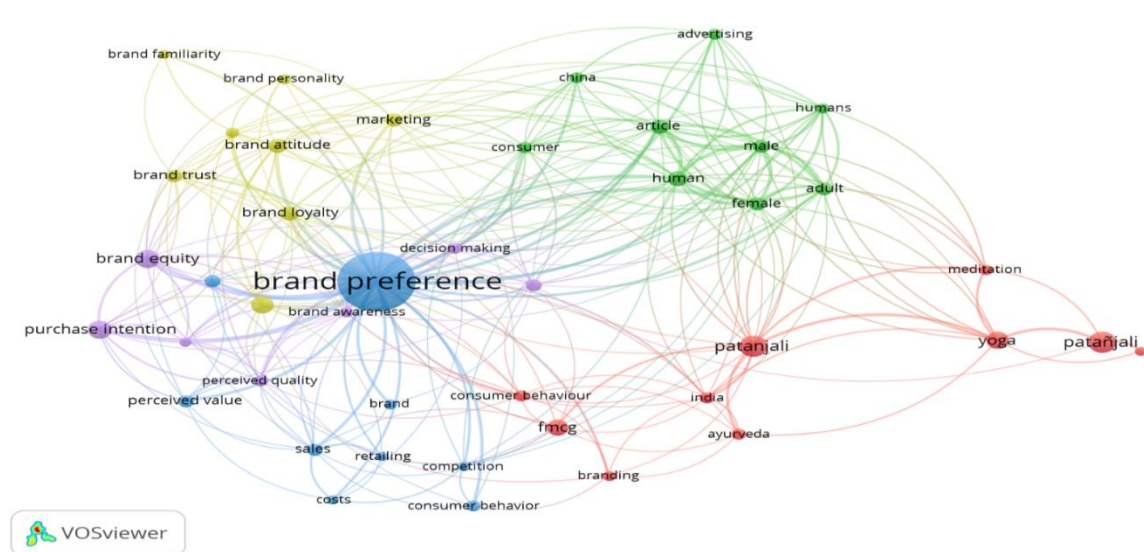


Figure 3: Co – occurrence All Keywords



To determine the co-occurrence of different terms, or which keywords are commonly referenced with one another, a co-word network map has been made using the VOS viewer. "Co-occurrence" was the type of analysis, while "author keywords" served as the analysis's analytical unit. There were 1255 keywords in total, and it was decided that it would not be practical to incorporate them all in a single network map.

Therefore, a cutoff of five occurrences was established, and a total of 43 keywords satisfied this requirement. The most popular terms and how they have appeared in combination in research papers are shown in Figure below.

Table 2 :

Keywords, frequency, occurrences ,and total link strength

keyword	occurrences	total link strength
adult	9	64
advertising	7	23
article	11	74
ayurveda	7	14
brand	6	8
brand attitude	12	38
brand awareness	6	24
brand equity	18	45
brand familiarity	5	9
brand image	16	39
brand loyalty	12	34
brand personality	6	12
brand preference	192	275
brand satisfaction	6	24
brand trust	8	26
branding	6	11
china	7	28
competition	5	16
consumer	7	32
consumer behavior	7	13
consumer behaviour	7	16
costs	5	13
decision making	7	30
female	10	72
fmcg	14	14
human	13	84
humans	6	47
india	7	19
male	10	72
marketing	10	32
meditation	6	22
patanjali	24	42
patañjali	25	16

perceived quality	7	27
perceived value	9	20
perception	8	29
preference behavior	9	19
price premium	5	18
purchase intention	19	43
retailing	5	10
sales	8	25
yoga	16	38
yogasūtra	5	7

The size of the node determines its frequency of occurrence, and connecting lines show their co-occurrence. The seven clusters on the network diagram are each represented by a distinct color. It shows how closely connected and more frequently co-occurring keywords in a particular cluster are than those in other clusters. The keyword "Brand preference and patanjali" is the largest, indicating that it is often searched for.

**Co – occurrence Author keyword**

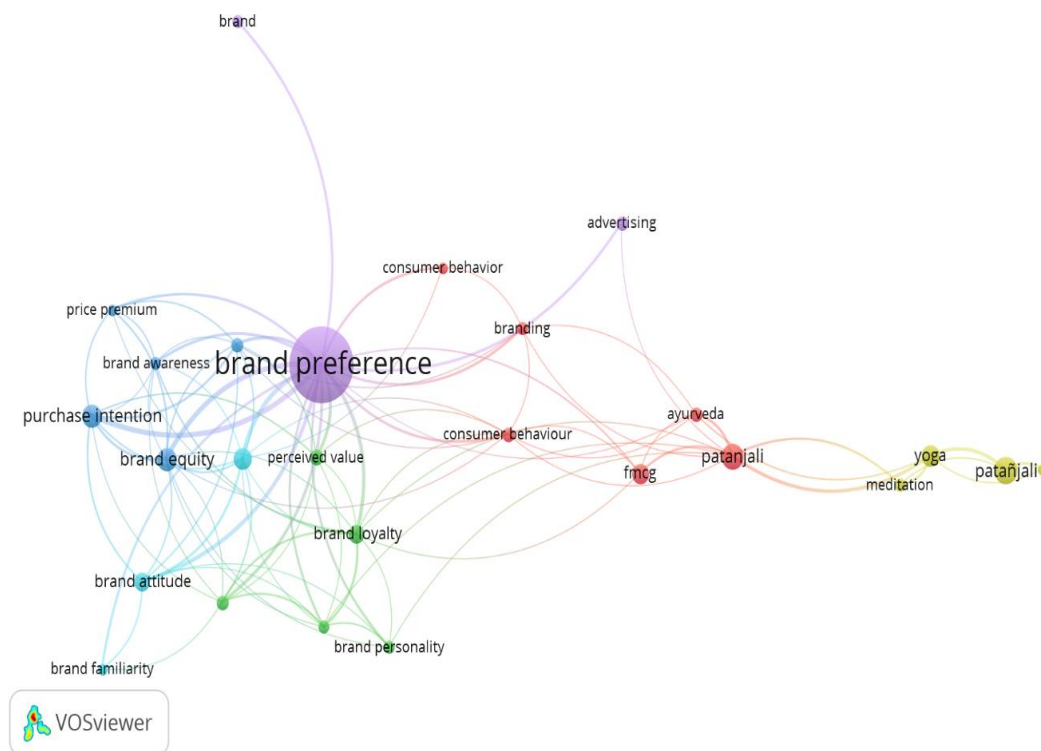


Figure 4: Co – occurrence Author keyword

The co-occurrence of various keywords, or which keywords are commonly referenced with one another, has been determined using a co-word network map made using the VOS viewer. "Author keywords" were used as the analysis unit and "co-occurrence" as the analysis type. There were 918 keywords in total, and it was decided that it would not be practical to incorporate them all in a single network map. A threshold of five occurrences was therefore established, and a total of 215 keywords satisfied this requirement. The most common terms and their co-occurrence in research papers are shown in Figure below.

Table 3:

Top authors' keywords, frequency, and total link strength

keyword	occurrences	total link strength
advertising	7	7
ayurveda	7	12
brand	6	6
brand attitude	12	28
brand awareness	6	15
brand equity	18	39
brand familiarity	5	8
brand image	16	35
brand loyalty	12	29
brand personality	6	11
brand preference	190	156
brand satisfaction	6	20
brand trust	8	21
branding	6	10
consumer behavior	5	7
consumer behaviour	7	14
fmcg	14	9
meditation	6	11
patanjali	24	28
patañjali	25	15
perceived quality	7	24
perceived value	9	17
price premium	5	15
purchase intention	19	39
yoga	16	25
yogasūtra	5	7

The node size determines the frequency of recurrence, and the connecting lines display the co-occurrence. The network diagram consists of seven clusters, each with a distinct hue. It shows that the terms in one cluster are tightly related to one another and co-occur more frequently than in other clusters.

Co-occurrences Network

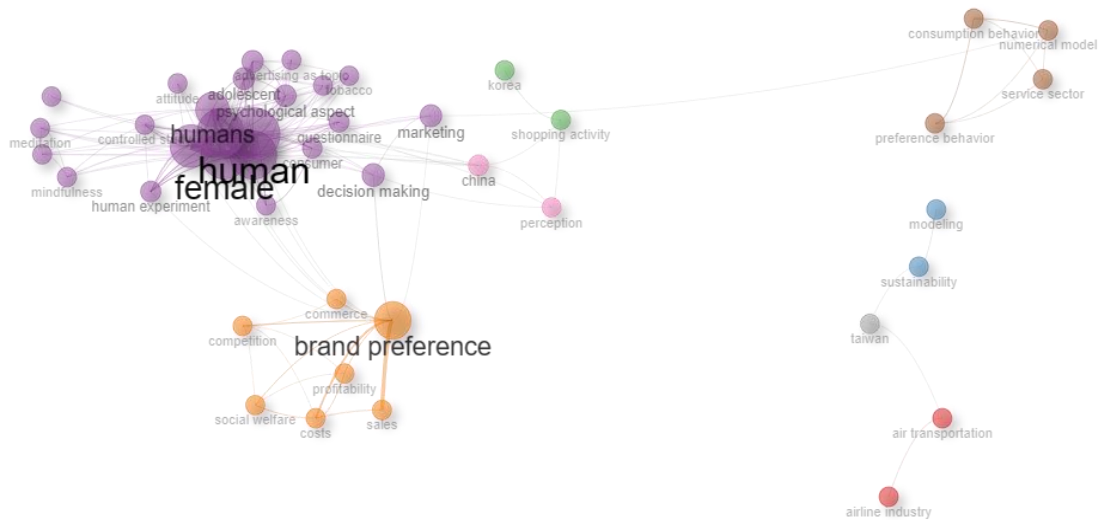


Figure 5: Co-occurrences Network

The co-occurrence network is a graphical representation of the relationships and associations between various elements within a given dataset. In this study, we constructed a co-occurrence network to analyze the patterns of co-occurrence among [describe the specific elements or variables being analyzed]. The network was built using [briefly describe the method or algorithm used to create the network], and the resulting visualization allowed for a comprehensive understanding of the underlying associations between the elements.

Co-occurrence network analysis has emerged as a valuable tool for exploring complex datasets, enabling researchers to identify patterns of co-occurrence among different entities. By mapping the relationships between elements, co-occurrence networks provide valuable insights into the interconnections and dependencies present within the data.

Collaboration Network

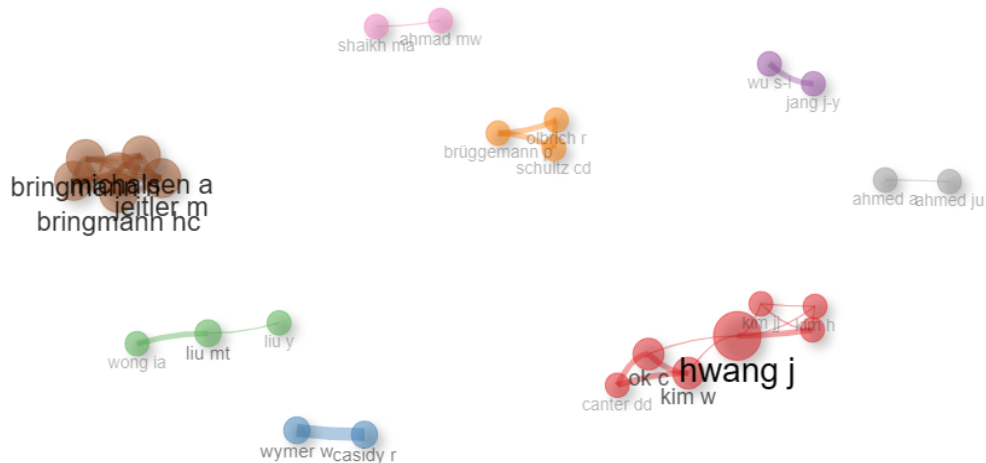


Figure 6: Collaboration network

Collaboration networks are vital components in today's interconnected world, fostering cooperation and knowledge exchange among diverse entities. These networks are characterized by the interconnection of individuals, organizations, or institutions, working together towards common goals. This description outlines the structure, purpose, and benefits of collaboration networks, shedding light on their significance in various domains.

Collaboration networks are social constructs that facilitate the exchange of information, resources, and expertise among participating entities. These networks can be formal or informal, spanning local, regional, national, or global scales. The fundamental aim is to leverage collective intelligence and strengths, leading to enhanced problem-solving and innovation.

### **Conclusion**

The study's conclusions highlight an important shift in customer perception by highlighting the close association that consumers have with Patanjali FMCG goods' brand quality and health advantages. The company has successfully positioned itself as a supporter of organic products and Ayurvedic principles, which has caused a substantial change in customer perceptions. This change reflects a rising awareness of and propensity for purchasing healthier market alternatives.

One noteworthy finding of the study is how well Patanjali does at building brand awareness and trust. This trust has been greatly aided by the brand's strong relationship with famous yoga teacher Baba Ramdev and its unwavering dedication to the preservation of ancient knowledge. Such strategic initiatives have grown consumer loyalty to the brand as well as strengthened consumer trust.

The report goes into further detail on how Patanjali's marketing and communication initiatives were effective. The brand has emotionally resonated with customers by anchoring its advertisements in cultural values and moral principles. In order to clear up misconceptions and foster favorable opinions of Patanjali goods, educational programs and peer-to-peer contact have been crucial.

The study emphasizes the crucial part that social norms and cultural elements play in determining consumer preferences. The ease with which Patanjali's FMCG goods are incorporated into customers' everyday lives and get social validation encourages greater adoption at the same time, which in turn creates a positive feedback loop that increases the brand's recognition.

Nevertheless, despite these encouraging tendencies, a number of difficulties are approaching. Significant obstacles still exist in the form of changing regulatory rules, fierce rivalry from well-known FMCG businesses, and the ongoing need for persistent product innovation. These difficulties highlight the critical requirement for the brand to always be adaptable and to develop thorough strategic plans that can successfully negotiate the intricacies of the changing market landscape.

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