

The Patanjali Marketing Sutra - An Exploratory Analysis of Brand Experience, Personality, Satisfaction, and Loyalty in the FMCG Space

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Abstract

The study focused on the association between brand experience, brand personality, consumer satisfaction, and consumer loyalty of brand Patanjali in the FMCG space in South India. It is clear that Patanjali has made its way into the consumers' hearts and minds. Patanjali has simply, yet successfully identified consumers' need for pure and wholesome modern products using Baba Ramdev's image for authentication and credibility. Consumption is seen as a more intellectual experience and consumers seem to use it because the brand arouses their curiosity. Repeated purchase of a brand leads to thinking and problem solving attitudes. The findings indicated that experiential branding seems to be a more powerful indicator of trending behavior regarding product purchase of Patanjali consumers than brand personality, leading to better consumer satisfaction.

Keywords : Patanjali, brand experience, brand personality, brand satisfaction, brand loyalty

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2016 was a big year for experiential marketing, with millennials being the most targeted consumers, who showed a propensity towards quality sensory brand experience over anything else. As marketers gear up to entice, entertain, and engage this new generation of consumers towards an 'immersive' brand experience, where consumers become actively engaged and totally engrossed (hedonically and physically) with the brand (Saville, 2015), the idea is to positively influence brand satisfaction, brand image, and loyalty.

Patanjali Ayurved Limited has been one of the biggest tectonic forces that has rocked the Indian FMCG space in recent times, giving the Nestles and Unilevers a run for their money. Founded in 2007 by Yoga guru Baba Ramdev, it has grown exponentially in revenue in the past few years. According to a Business Standard report (Dutta, 2016), the company has 4000 dealers, 10,000 supply stores, and hundred mega-marts. In 2015, the company tied up with retail giants and such as Reliance Retail and Future Group. Patanjali's brand portfolio includes 390 products spanning cosmetics, health, food and beverages, health drinks, and home care.

According to its last official filings for the financial year 2015-16, as reported in the Hindu Business Line (Krishnan, 2016), Patanjali Ayurved recorded total sales of more than ₹ 5000 crores. In 2012, Patanjali launched over a hundred 'open market' products in Andhra Pradesh, South India, including cosmetics, toiletries, vitality, and spices ("Patanjali Ayurved makes South India foray," 2012).

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Brand Patanjali

(1) Personality : What started off as a simple marketing of amla or gooseberry juice in Baba Ramdev's yoga camps (the juice was made from amla trees that broke farmers from a small village nearby Haridwar were thinking of destroying) has today become a credible threat to competitors in the FMCG sector, purely by hinging on the 'purity of swadeshi' and 'Made in India' brand promise and the Baba Ramdev 'halo effect'. When consumers buy Patanjali products, they are in fact buying a bit of the ethnic enigma that Baba Ramdev stands for.

The key to Patanjali's success has been changing consumer behavior (veering towards the health and wellness category), low price, brand's resonance with the cultural identity of a large proportion of the Indian population, aggressive distribution, strong brand association with health because of Baba Ramdev, simple yet effective packaging that focuses on 'Ayurveda' and 'health,' and its phenomenal word-of-mouth promotion.

Mitra (2016) proposed that according to Baba Ramdev, business is just a by-product, the trust factor is the brand promise that has made Patanjali big. Sharma (2016) quoted three experts: (a) Sitaram, V.S.K, Operating Partner, India Equity Partners (erstwhile from Dabur and-Unilever), who is of the view that Baba Ramdev has found sonority with people wanting guidance on the quality of life to be followed, (b) N. Chandramouli, who worked on The Brand Trust Report, India Study (2011-2015) referred to the fact that quality conscious people outside the periphery of Ramdev loyalists are buying Patanjali only for a variant product experience. This consumer set is not a brand loyalist, nor emotionally swayed by the aura of spiritual/political personalities. They are, in fact, balanced consumers, (c) Kalyan Ram Challapalli (erstwhile from the ad agencies Leo Burnett and TBWA) expressed surprise at the fact that while the core consumers for Patanjali would comprise of the Indian traditional middle and lower middle classes, the brand has loyal consumers even in the higher income categories for healthcare products.

Patanjali's brand architecture stems from a three pronged approach ("Analysis: How does brand Patanjali stack up?," 2016):

(i) Baba Ramdev's enormous equity in Yoga and Ayurved is the source of the brand name 'Patanjali Ayurveda' that signals the coming together of two powerful forces – Yoga + Ayurveda.

(ii) Swami Baba Ramdev medicines is what Vichy Labs is to L'Oreal and what Ponds Institute is to Unilever. The Swami Baba Ramdev Medicines website (now <https://www.patanjaliayurved.net/>) contains the umbrella range of ayurvedic medicines for every conceivable ailment.

(iii) patanjaliayurved.net is the primary e-commerce website, where a gamut of products are on display for online purchase, while <http://patanjaliayurved.org/> is the corporate website.

(2) Loyalty : Studies point to how tangible and intangible firm benefits can be created out of loyalty towards a brand : Chaudhuri and Holbrook (2001) demonstrated how marketing costs can be lowered as an outcome of brand loyalty ; Sutikno (2011) delved into a favourable image through word of mouth that arises from loyalty towards the brand ; Kabiraj and Shanmugan (2011) talked about increased profits in this context ; Gounaris and Stathakopoulos (2004) indicated a greater capture of market share ; while Iglesias, Singh, and Batista - Foguet (2011) pointed towards an advantage over competition in the marketplace.

In the categorization of brand loyalty, Morgan (1999) and Dick and Basu (1994) stated the predominance of attitudinal and behavioural loyalty. Attitudinal loyalty is the systematic and emotional preference or attachment shown towards a brand. Behavioural loyalty typically predicts the loyalty status through repeated patterns of purchasing behavior (Kahn, Kalwani, & Morrison, 1986; Morgan, 1999).

(i) **Attitudinal Loyalty :** Patanjali has built a strong emotional connect with the consumers based on three clear

platforms - first- a “swadesi” platform, secondly- resuscitating the rural poor and their economy, and finally caring for the health of all by providing the products at very affordable prices. This emotional branding is what has emerged as the strongest differentiating factor (Gupta, 2016).

(ii) Behavioral Loyalty : A consumer's synchronization with the Ayurveda tenets of Patanjali goes beyond a single product from the brand's repertoire, and extends into a variety of its products. This shows the consumers' tilt from multinational non- Ayurvedic brands to Indian herbal products. Another factor that is strongly in Patanjali's favor is its easy availability at the most reasonable price as compared to existing alternatives. This ensures the loyalty of low income class consumers. As a case in point, Dabur Chyawanprash and Dabur Honey are much more expensive than that of Patanjali's (Gupta, 2016).

(3) Satisfaction : Consumer satisfaction (pleasure or disappointment) is borne out of the comparison of the actual performance of the brand with its expected performance (Kotler & Armstrong, 2008). If the perceived benefits match with the expected benefits, the customer becomes loyal towards a company and its products. According to a study by Khanna (2015), Patanjali's brand satisfaction comes from the following: low price, health benefits, easy availability, good quality, and the 'swadeshi' element. Kapoor and Chaudhary (2017) in their survey with 150 respondents found product quality, brand image, and trust contributing to brand selection by consumers along with Baba Ramdev's charisma. However, their study revealed that consumers obtained only average satisfaction from the use of the brand.

Literature Review

As early as 1982, Holbrook and Hirschman identified new trends in product consumption behaviors being driven by multi-sensory and emotive characteristics. More recent developments in theoretical literature and empirical studies in brand-related measurements is the study of brand experience (Brakus, Schmitt, & Zarantonello, 2009 ; Chiu, Hsu, & Wang, 2006 ; Fransen & Lodder, 2010 ; Sands, Oppewal, & Beverland, 2008).

De Chernatony, McDonald, and Wallence (2011) talked about the brand experience as a fulfillment of the brand's promise - of offering a consumer, a unique and welcome experience. In today's media saturated and brand saturated world, marketers are attempting to lay on the consumers' table, a brand that goes beyond the promise of fulfilling functional requirements (which are passé' in the new age consumer's dictionary) to enable the consumer to fulfill his/her hedonic needs.

Schmitt (1999) identified five types of consumer experiences matching with the five senses, from academic literature – sensing, feeling, thinking, physical, and acting & relating. Scale dimensions from Brakus et al. (2009) were drawn from empirical evidence on brand - related stimuli and contains four dimensions - (a) sensory, (b) affective, (c) behavioral, and (d) intellectual.

(1) Brand Name * Brand Experience : In order to exist and survive in the market, customer satisfaction is an important factor for a brand. A positive brand experience continues to affect the customers even after the sale, which makes the brand - consumer relationship stronger.

Selda and Bilge (2013) tried to gauge the connection between brand experience and brand name through quantitative research method. Data regarding purchasing habits and demographical characteristics of the students on getting food and beverage services were obtained along with measures of brand experience, brand name, and customer satisfaction of fast-food brands. The authors found that a consistent brand name could make a new product acceptable in the market - more than the quality of the product, the idea about the brand is the assessment of a product before purchasing.

(2) Brand Experience * Brand Loyalty : Uecharoenkit (2013) conducted a quantitative study among 520 participants to find out the connection between brand loyalty and brand experience in Thailand's high-end cosmetic industry. The major findings of the paper were that (a) brand experience correlated with sensory, affective, behavioural, intellectual, and social dimensions, and (b) while brand experience was directly affected by consumer loyalty, it was indirectly affected by brand trust, consumer satisfaction, and brand personality.

(3) Brand Personality * Brand Experience : Aaker (1997) described brand experience as the prime feature of a brand's personality. Maehle, Otnes, and Supphellen (2011) brought out associations between that brand personality dimensions and product categories. The authors mentioned how brands seen as having weak brand personalities by consumers could share common attributes. Also, consumers tend to judge brand traits in terms of it being sincere, exciting, competent, sophisticated, or rugged when the consumer undergoes certain sensory, affective, intellectual, or behavioural aspects of experiencing the brand.

(4) Brand Experience * Brand Satisfaction : According to Kuenzel and Halliday (2008) and Nam, Evincing, and Whyatt (2011), brand satisfaction is the end result of consumption/use of a brand based on the differences between expectations before use and the resultant performance after use.

Objective of the Study

To objective of the study is to test the association between measured variables - brand experience, brand personality, consumer satisfaction, and consumer loyalty of brand Patanjali in the FMCG space in South India.

Research Methodology

Data were collected through both online and offline questionnaires from 100 users of Patanjali products from tier one and tier two cities of four states in South India, that is, from Tamil Nadu (Chennai, Coimbatore), Kerala (Cochin, Trivandrum), Andhra Pradesh (Hyderabad, Vijayawada), and Karnataka (Bangalore, Mysore). The data was collected in the month of December 2016.

The first part of the questionnaire had questions related to the demographic details of the users, types of Patanjali products people use, their reason for purchasing the products (price, health benefit, availability, natural and pure, swadeshi - as endorsed by Baba Ramdev and advertising – a six-scale item ranging from *most important* to *last important reason*). The second part of the questionnaire assessed consumer brand experience with Patanjali products using the scale developed by Brakus et al. (2009) that included the following variables: sensory, affective, behavioral, and intellectual. The brand personality dimension was assessed in the third part of the questionnaire using 15 brand personality items that represented the five brand personality dimensions – sincerity, excitement, competence, sophistication, and ruggedness (Brakus et al., 2009). Consumer satisfaction was modelled on Oliver's (1980) five item, 7-point Likert scale ranging from “*strongly disagree*” to “*strongly agree*”. To measure consumer loyalty, scale items from Yoo and Donthu (2001) were adopted again using a 7 - point Likert scale.

Data Analysis and Results

Data from questionnaires received ($n = 100$) were entered into IBM SPSS. The following sections outline the analysis of the data.

(1) Demographic Details of the Respondents : Fifty five percent (55%) of the respondents were female while 45% were males. In the 18 - 25 years age category, 64% were females and 36% were males. The 26 - 35 years category had equal distribution of males and females (50%). A higher percent of males (52%) fell under the 36 - 45 years age group, while 48% were females ; 67% of the males dominated the above 45 years age group compared to 55% of the females. The respondents were predominantly those with post graduate degrees (43%), followed by graduates (40%), higher than post graduates (15%), and 2% with basic school education.

Forty seven percent (47%) of the respondents belonged to high income category (earning above ₹ 45,000/- per month) ; 18% of the respondents were in the low income category (earning less than ₹ 25,000/- per month). Other respondents fell in the ₹ 35,000 – ₹ 45,000 category (21%), and the ₹ 25,000 - ₹ 35,000 category (14%).

Geographic distribution of the respondents is as follows : 32% were from Tamil Nadu (Chennai and Coimbatore), 21% from Karnataka (Bangalore and Mysore), 20% from Andhra Pradesh (Hyderabad and Vijayawada), and 27% from Kerala (Cochin and Trivandrum).

(2) Types of Patanjali Products Used and Reasons for Buying : Home and personal care products topped the list (74%), followed by grocery (47%), nutrition related (26%), healthcare (24%), medicines (9%), and food items such as ghee, sugar, juices, candy etc. (4%). Price was seen as the main reason for buying Patanjali products (51%), 44% of the respondents said they purchased Patanjali due to its products being natural and pure, 28% of the respondents purchases for the health benefits of the products, 24% for it having the swadeshi tag , 11% for its availability, and 5% due to advertising of the products.

(3) Patanjali Products, Brand Experience, and Brand Personality : *t* - test revealed significant differences between groups in terms of brand experience, brand personality (high/low), and types of products used.

Consumers using home and personal care products had lower means for brand experience [$t(74.327) = 2.295$, $p = 0.000$ ($n = 42$, $M = 1.3810$)] than those who claimed a better brand experience while using these products ($n = 58$, $M = 1.1724$).

Consumers using grocery products had lower means for brand personality [$t(80.989) = 2.048$, $p = 0.032$ ($n = 38$, $M = 1.6579$)] than those who claimed a better brand personality for these products ($n = 62$, $M = 1.4516$).

Consumers using Patanjali medicines had lower means for brand personality [$t(98) = -1.133$, $p = 0.025$ ($n = 38$, $M = 1.9737$)] than those who claimed a better brand personality for these products ($n = 62$, $M = 1.9516$).

Consumers using home and personal care products had lower means for brand personality [$t(98) = 1.953$, $p = 0.001$ ($n = 38$, $M = 1.3684$)] than those who claimed a better brand personality for these products ($n = 62$, $M = 1.1935$).

Consumers using home and personal care products had lower means for consumer satisfaction [$t(98) = 1.953$, $p = 0.001$ ($n = 38$, $M = 1.3684$)] than those who claimed a better brand experience while using these products ($n = 62$, $M = 1.1935$).

Home and personal products scored lower on brand experience, brand personality, and satisfaction. Grocery products and medicines scored lower on brand personality alone. Reliability analysis was done using Cronbach's alpha for the scale items for variables' brand experience, brand personality, consumer satisfaction, and consumer loyalty. The Table 1 summarizes the results. The Tables 2 - 4 provide the correlation matrices for the variables to be used in regression analysis. There is a positive correlation between all variables.

(4) Regression and Simple Path Analysis : Based on the objective of the study, regression analysis is done on the various variables defining brand experience, personality, consumer satisfaction, and loyalty. The use of multiple regression analysis is appropriate for estimating the parameters of the path using beta coefficient. However, the precision of the multiple regressions is based on several assumptions. These assumptions are : normality of

Table 1. Reliability Analysis

Variable	No. of Items	Cronbach's Alpha
Brand Experience (Sensory)	3	.638
Brand Experience (Affective)	3	.730
Brand Experience (Behavioural)	3	.653
Brand Experience (Intellectual)	3	.583
Brand Personality (Sincerity)	4	.843
Brand Personality (Excitement)	4	.742
Brand Personality (Competence)	3	.849
Brand Personality Sophistication)	2	.514
Brand Personality (Ruggedness)	2	.500
Consumer Satisfaction	5	.843
Consumer Loyalty	5	.908

Table 2. Total Brand Experience * Sensory, Affective, Behavioural, Intellectual

	Sensory	Affective	Behavioural	Intellectual	Total Brand Experience
Sensory	1				
Affective	.446** (.000)	1			
Behavioural	.640** (.000)	.685** (.000)	1		
Intellectual	.690** (.000)	.460** (.000)	.460** (.000)	1	
Total Brand Experience	.728** (.000)	.849** (.000)	.886** (.000)	.643** (.000)	1

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3. Total Brand Personality* Sincerity, Excitement, Competence, Sophistication, and Ruggedness

	Sincerity	Excitement	Competence	Sophistication	Ruggedness	Total Brand Personality
Sincerity	1					
Excitement	.706** (.000)	1				
Competence	.744** (.000)	.662** (.000)	1			
Sophistication	.502** (.000)	.446** (.000)	.453** (.000)	1		
Ruggedness	.491** (.000)	.542** (.000)	.471** (.000)	.649** (.000)	1	
Total Brand Personality	.842** (.000)	.824** (.000)	.800** (.000)	.631** (.000)	.669** (.000)	1

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4. Brand Experience * Brand Personality, Consumer Loyalty, Consumer Satisfaction

	Brand Experience	Brand Personality	Consumer Loyalty	Consumer Satisfaction
Brand Experience	1			
Brand Personality	.752** (.000)	1		
Consumer Loyalty	.684** (.000)	.659** (.000)	1	
Consumer Satisfaction	.729** (.000)	.701** (.000)	.453** (.000)	1

** . Correlation is significant at the 0.01 level (2-tailed).

Table 5. Regression with Brand Experience as Criterion and Sensory, Affective, Behavioural, and Intellectual Domains as the Predictors

<i>DV</i>	<i>IV</i>	<i>R</i>	<i>R</i> ²	<i>F</i>	<i>Stand. Beta</i>	<i>Stand .Error</i>	<i>T</i>	<i>P</i>	<i>VIF</i>
Brand Experience	Sensory	.728	.530	110.707	.728	.222	10.522	.000	1.000
Brand Experience	Affective	.849	.721	253.520	.849	.148	15.922	.000	1.000
Brand Experience	Behavioural	.886	.785	357.289	.886	.147	18.902	.000	1.000
Brand Experience	Intellectual	.643	.414	69.255	.643	.269	8.322	.000	1.000

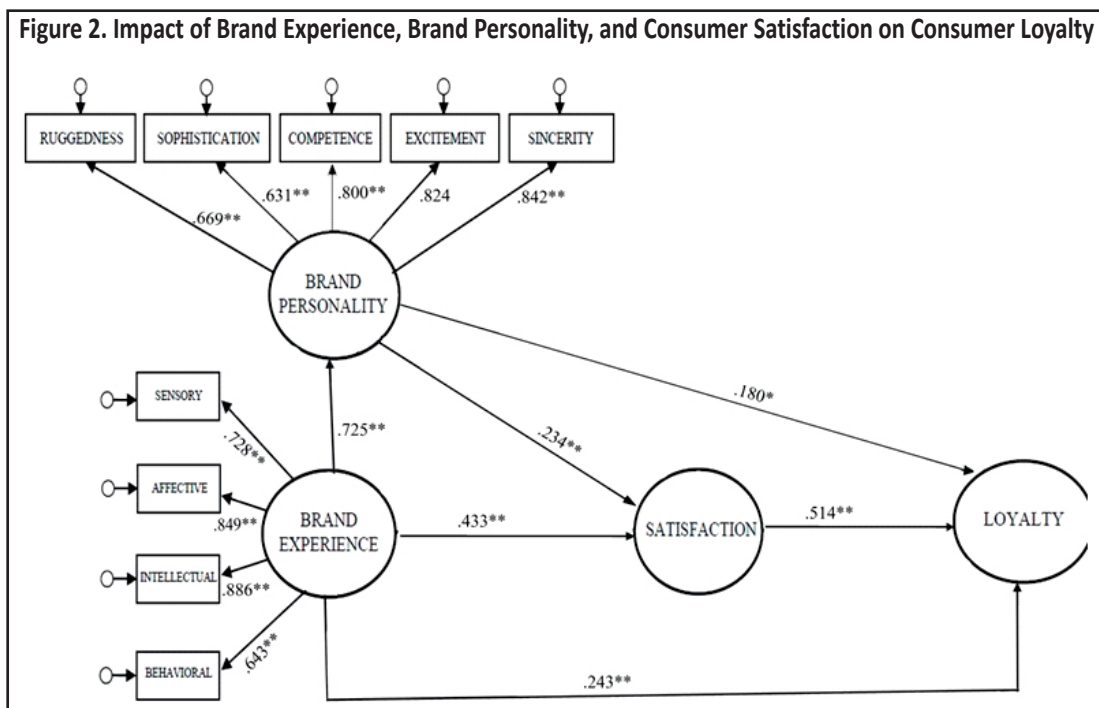
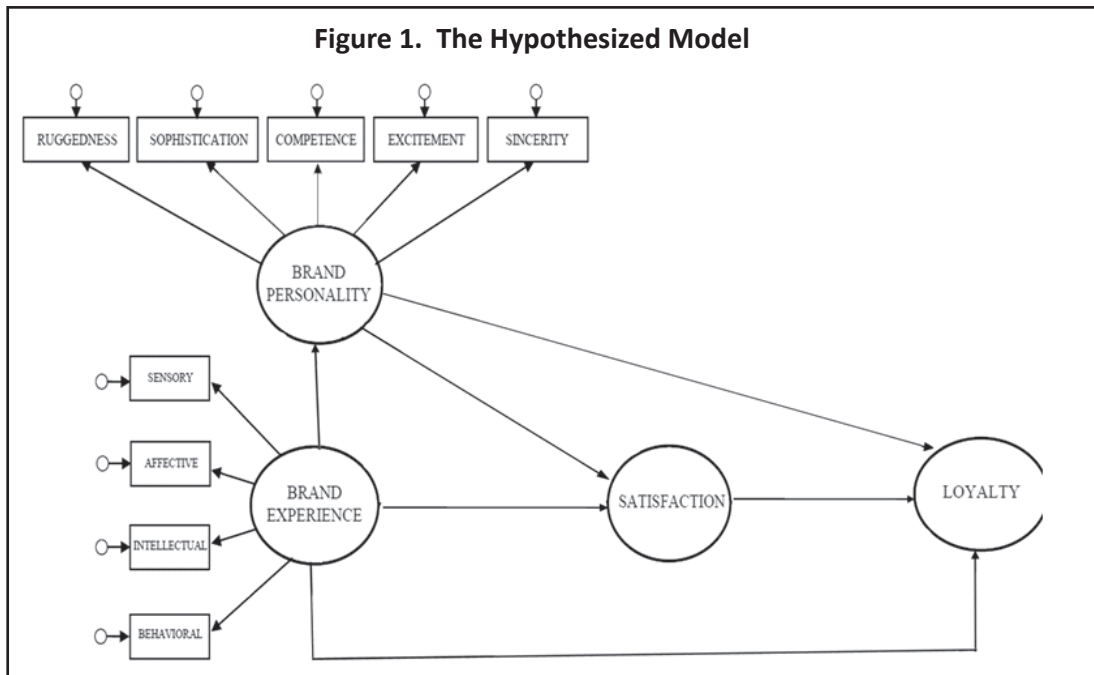
Table 6. Regression with Brand Personality as Criterion and Sincerity, Excitement, Competence, Sophistication, and Ruggedness Domains as the Predictors

<i>DV</i>	<i>IV</i>	<i>R</i>	<i>R</i> ²	<i>F</i>	<i>Stand. Beta</i>	<i>Stand .Error</i>	<i>T</i>	<i>P</i>	<i>VIF</i>
Brand Personality	Sincerity	.842	.709	238.858	.842	.171	15.455	.000	1.000
Brand Personality	Excitement	.824	.679	207.169	.824	.191	14.393	.000	1.000
Brand Personality	Competence	.800	.640	173.955	.800	.259	13.189	.000	1.000
Brand Personality	Sophistication	.631	.398	64.907	.631	.419	8.056	.000	1.000
Brand Personality	Ruggedness	.669	.448	79.558	.669	.445	8.920	.000	1.000

As a next step, simple path analysis was conducted.

distribution, equality of variance, independence of observations, and existence of a linear relationship. Preliminary analysis of the data reveals that these assumptions are satisfied. The problem of multicollinearity was checked and satisfied. Variance inflation factor (VIF) is less than 3 for all variables thus ruling out multicollinearity (Myers, 1990).

The Tables 5 and 6 show outputs of regression analysis done on sub-variables that define brand experience and brand personality. As a next step, simple path analysis was conducted. Multiple regression was done by using a



three layered approach : (a) brand personality, brand experience, consumer satisfaction > consumer loyalty, (b) brand personality, brand experience -> consumer satisfaction, and (c) brand personality > brand experience. The regression coefficients in these three analyses will provide path coefficients. Output of the regressions is given in the Tables 7 to 9.

The Figure 1 depicts the hypothesized model of the study. The Figure 2 (along with the standardized beta and *p* - values) depicts how brand experience, brand personality, and consumer satisfaction impact consumer loyalty.

There is both a direct and indirect effect from consumer satisfaction and loyalty on brand experience through

Table 7. Regression Layer 1

<i>DV</i>	<i>IV</i>	<i>R</i>	<i>R</i> ²	<i>F</i>	<i>Stand. Beta</i>	<i>Stand .Error</i>	<i>T</i>	<i>P</i>	<i>VIF</i>
Consumer Loyalty		.845	.713	79.625					
	Brand Personality				.180	.040	2.066	.042	2.529
	Brand Experience				.243	.045	2.709	.008	2.687
	Consumer satisfaction				.514	.030	2.164	.000	2.067

Table 8. Regression Layer 2

<i>DV</i>	<i>IV</i>	<i>R</i>	<i>R</i> ²	<i>F</i>	<i>Stand. Beta</i>	<i>Stand .Error</i>	<i>T</i>	<i>P</i>	<i>VIF</i>
Consumer Satisfaction		.719	.516	51.762					
	Brand personality				.334	.048	4.045	.000	2.299
	Brand Experience				.433	.044	3.117	.000	2.299

Table 9. Regression Layer 3

<i>DV</i>	<i>IV</i>	<i>R</i>	<i>R</i> ²	<i>F</i>	<i>Stand. Beta</i>	<i>Stand .Error</i>	<i>T</i>	<i>P</i>	<i>VIF</i>
Brand Experience		.752	.565	127.309					
	Brand Personality				.752	.050	11.283	.000	1.000

brand personality. Su and Tong's (2016) study on denim jeans brands also indicated similar findings, though the sub-variables used to define brand personality used in the study were attractiveness, practicality, and flexibility.

Brand experience's direct effect on consumer loyalty through consumer satisfaction is .45 ($.24 + .43 \times .51$), and the total indirect effect through brand personality and satisfaction is .26 ($.75 \times .33 \times .51 + .75 \times .18$) adding up to a total effect of .71. Brand experience's total direct effect on consumer loyalty is .35 ($.18 + .33 \times .51$), which is lower than the total direct effect of brand experience on loyalty (.45). The analysis throws up interesting effects of brand experience and personality of Patanjali on satisfaction and loyalty of consumers.

The direct effect of Patanjali's brand experience on consumer loyalty by using Patanjali products (.24) is greater than the direct effect of the personality of the Patanjali brand on consumer loyalty towards brand Patanjali (.18). The direct impact of the experience that brand Patanjali consumers undergo with respect to their satisfaction levels (.43) is greater than the direct impact of brand Patanjali's personality on their satisfaction levels (.33). Thus, experiential branding seems to be a more powerful indicator of trending behavior regarding product purchase of Patanjali consumers than brand personality, leading to better consumer satisfaction. This finding is in line with the results obtained by Moreira, Silva, and Moutinho (2017), who stated that brand experience leads to loyalty with brand satisfaction as the main predictor.

This finding indicates a gamut of subjective and personal brand experience dimensions that stimulate consumers to feel, act, think, and behave in a particular manner in response to the brand may be repetitive in nature, leading to higher purchase that leads towards better satisfaction and thus loyalty towards the brand.

The hypothesized model also tests the independent effect of sub dimensions of brand experience and brand personality. The intellectual dimension of brand experience has the highest effect on brand experience ($r = .886$), followed by affective (.849), sensory (.728), and behavioural (.643) dimensions. For brand personality dimensions, it is sincerity (.842), followed by excitement (.824), competence (.800), ruggedness (.669), and sophistication (.631). Keng, Tran, and Thi's (2013) findings showed similarity in terms of brand experience but differed in terms of brand personality variable effect, with competence having the highest effect followed by excitement, sincerity, sophistication, and ruggedness.

Consumers of Patanjali in South India saw Patanjali products as more of an intellectual experience and they seemed to use the products because the brand aroused their curiosity, and repeated purchase leads to thinking and

problem solving attitudes. At the next level, with respect to the affective dimension scores, the consumers developed feelings, sentiments, and emotions towards the brand. Sensory aspects of the brand were rated as the third most important, with the behavioural dimension in terms of physical and bodily actions scoring the least. Consumers tend to see Patanjali as being a sincere brand, this maybe due to its vigorous positioning as a non-profit, health - oriented brand with a 'selfless' Baba Ramdev as its endorser. The brand scores lower on the sophistication dimension. The very marketing sutra of Patanjali is to make it look earthy and rustic, aligned with the image of its founder and the '*swadeshi*' version of *pardesi* FMCG' element. This could be the reason for the low score.

Managerial Implications

The current study has various managerial implications. As marketers try to understand, assess, and improve the brand perception in the consumers' mind, this type of study can point towards how consumers associate personal brand experiences.

Nowadays, marketers have to try to differentiate themselves from their competitors by developing innovative ideas related to experiential branding. This study advances how a rustic brand as Patanjali can elevate its marketing to lend an intellectual experience to its consumers.

The most durable brands are those that offer a holistic customer experience, including emotional effect, sensory effect, and the 'connect' effect (Bacon, 2016). However, many brands do not think macroscopically about an overall brand experience. The challenge is to bring all these individual elements together for a profound association with the consumers. Rawat (2014) identified empirically the importance of building customers' emotional association with a brand, in order to show today's marketers how brand experiences could be associated with consumers' emotional association with brands.

The study focuses on the association between brand experience, brand personality, consumer satisfaction, and consumer loyalty of brand Patanjali in the FMCG space in South India. The study highlights the growing importance of brand experience in the consumer loyalty equation. It is clear that Patanjali has made its way into the consumer's heart and mind. Patanjali has simply, yet successfully identified consumer need for pure and wholesome modern products...using Baba Ramdev's image for authentication and credibility. There is no room for doubt that for Patanjali, brand experiences are critical to customer loyalty – having a direct impact on how customers assess and relate to it. For Patanjali to be able to arouse customer loyalty, it is seen that price and quality provide incontestable value to customers. Totality (completeness of the various elements of marketing that Patanjali offers) and tonality (ability to connect emotionally with the customer - the '*swadeshi*' spirit with which Patanjali carries out business, which is in line with the ideology of Baba Ramdev) are the two concepts that can be applied to explain this phenomenon. Patanjali stands out and distinguishes itself on these two major counts from every other FMCG player in the market. By providing a good brand experience, Patanjali manages to keep its consumers happy as well as turn their brand interface into a habitual experience.

Brand experience is theorized as perceptual, intellectual, and behavioral reactions to brand-related motivations that are part of a brand's environment, including design, packaging, and communication. Brand experience has a significant effect on customer loyalty and satisfaction. This research identifies how brand experience builds a long-lasting customer relationship with brand satisfaction and loyalty.

Limitations of the Study and Scope for Further Research

This study and its results have several limitations and also indicate directions for further research. The sample size itself is relatively small. With an increased sample size, a more detailed empirical analysis among the variables can be performed. The current research indicates strong empirical support for the relationships between brand

experience, brand satisfaction, and loyalty. Also, the study did not examine personal factors, product involvement, brand associations, and trust. Further research should focus on the antecedents and long-term consequences of brand experiences.

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