
**A STUDY ON THE ROLE OF TRANSPARENCY IN PRICING ON
CONSUMER PURCHASE DECISIONS OF PATANJALI PERSONAL
CARE PRODUCTS IN TIRUPUR CITY**

***¹Dr. N. Saranya, ²Ms.P.Praveena**

¹Assistant professor, School of Applied Commerce with CA AVP College of Arts and
Science-Tirupur.

²III B.COM CA, School of Applied Commerce with CA AVP College of Arts and Science-
Tirupur.

Article Received: 12 February 2026, Article Revised: 03 March 2026, Published on: 23 March 2026

***Corresponding Author: Dr. N. Saranya**

Assistant professor, School of Applied Commerce with CA AVP College of Arts and Science-Tirupur.

DOI: <https://doi-doi.org/101555/ijarp.2015>

ABSTRACT:

Pricing Transparency, Consumer Purchase Decision, Consumer Trust, Price Fairness, Brand Loyalty, Patanjali Personal Care Products. Price transparency has become an important factor influencing consumer purchase decisions in today's competitive market. Consumers are increasingly seeking clear, honest, and easily understandable pricing information before purchasing products. This study aims to analyse the role of transparency in pricing on consumer purchase decisions with special reference to Patanjali Ayurved personal care products. The study adopts a quantitative research design, and primary data were collected through a structured questionnaire from 100 respondents who use Patanjali personal care products. Secondary data were gathered from journals, books, and online sources. Statistical tools such as percentage analysis, Likert scale analysis, and weighted average analysis were used to analyse the collected data.

KEYWORDS: Pricing Transparency, Consumer Purchase Decision, Consumer Trust, Price Fairness, Brand Loyalty, Patanjali Personal Care Products.

INTRODUCTION:

In the present era of globalization and rapid technological development, business organizations are facing intense competition in almost every sector. Companies are continuously trying to attract and retain customers by improving product quality, customer

service, branding, distribution, and pricing strategies. Among these factors, pricing plays a very important role in determining the success or failure of a product in the market. Price is not only a major source of revenue for companies but also a key factor influencing consumer perception, satisfaction, and purchasing behavior.

REVIEW OF LITERATURE:

- **Sharma, R. & Verma, K. (2026)** – This study examined the impact of pricing transparency on consumer trust in personal care products. The authors found that clear price display increased customer confidence. Consumers preferred brands with honest pricing policies. Transparent pricing reduced dissatisfaction. The study highlights the importance of price clarity in consumer decisions.
- **Iyer, S. & Nair, P. (2025)** – This research focused on consumer perception towards hidden charges in online shopping. The authors found that hidden costs negatively affect brand image. Consumers avoided brands with unclear pricing. Price transparency increased repeat purchases. The study supports the role of fair pricing practices.
- **Kumar, A. (2025)** – This study analyzed the relationship between price clarity and purchase intention. The author found that consumers prefer products with clearly mentioned MRP and taxes. Transparent pricing reduced confusion. Customers felt more satisfied with honest pricing. The study confirms pricing transparency as a key factor.
- **Meena, R. & Joshi, S. (2024)** – This study examined pricing strategies in personal care brands. The authors found that transparent pricing builds long-term customer relationships. Consumers trusted brands with clear price breakdowns. Hidden charges reduced loyalty. The study emphasizes fair pricing policies.

OBJECTIVES OF THE STUDY:

- The main objective of this study is to analyze the impact of transparent pricing on consumer purchase decisions towards Patanjali personal care products. It also aims to understand the level of consumer awareness and their perception regarding price clarity and the presence of hidden charges in Patanjali products. By examining these aspects, the study seeks to identify how clearly displayed pricing influences customer trust and satisfaction.
- Furthermore, the study evaluates whether transparent pricing encourages repeat purchases and strengthens brand loyalty among consumers. It also focuses on analyzing

consumer preference between transparent pricing and promotional pricing strategies. In addition, the research measures the influence of online price transparency on the buying behavior of consumers towards Patanjali personal care products.

STATEMENT OF THE PROBLEM OF THE STUDY:

In today's highly competitive market, business organizations adopt various pricing strategies to attract customers and increase sales. While discounts, promotional offers, and special schemes are commonly used, many companies fail to communicate price information clearly and honestly. As a result, consumers often face confusion regarding the actual price of products.

SCOPE OF THE STUDY:

- The study focuses only on personal care products of Patanjali Ayurved such as soaps, shampoos, face washes, creams, oils, and hygiene products.
- It covers both online and offline purchasing behavior of consumers.
- The study mainly concentrates on pricing transparency, price clarity, hidden charges, and promotional pricing practices.
- It examines consumer awareness, perception, satisfaction, and trust towards pricing policies.
- The study includes only selected respondents from a specific geographical area.

RESEARCH METHODOLOGY:

- **Primary sources and secondary sources:** The information is collected from the respondents directly through self-constructed questionnaire and the secondary source of information was gathered from various websites, reference books and journals.
- **Sample unit:** For studying the consumer Purchase decisions towards Patanjali personal care products in Tirupur City.
- **Sample size:** 100 respondents were selected from Tirupur City of different age group, gender and occupation.
- **Statistical tools:** Data gathered from respondents are analysed and interpreted with the help of percentage analysis.

GROWTH AND DEVELOPMENT OF PATANJALI

Patanjali Ayurved has witnessed remarkable growth since its establishment in 2006. In a relatively short span of time, the company transformed from a small Ayurvedic

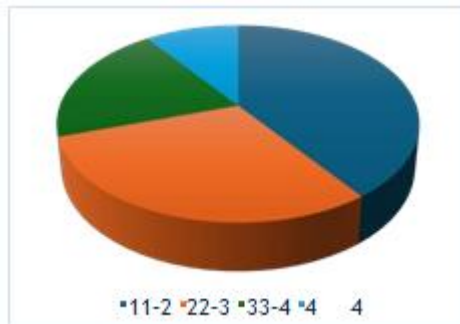
medicine producer into one of India’s leading fast-moving consumer goods (FMCG) brands. The organization rapidly expanded its manufacturing capacity, product portfolio, and distribution network across the country. Its products became widely available in supermarkets, local retail stores, exclusive outlets, and online platforms.

DATA ANALYSIS AND DATA INTERPRETATION:

TABLE1: AGE GROUP OF THE RESPONDENTS.

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	18 - 25	40	40 %
2	26 - 35	30	30 %
3	36 - 40	20	20 %
4	Above 40	10	10 %
	Total	100	100 %

SOURCE: PRIMARY DATA CHART 1



INTERPRETATION:

Table 1 shows that 40% of the respondents belong to the 18–25 age group, 30% fall under 26–35 years, 20% are between 36–45 years, and 10% are above 45 years.

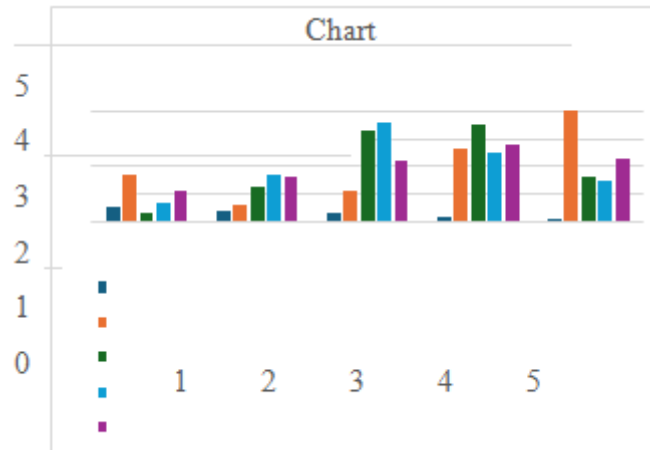
This shows that respondents from various age categories have participated in the study.

A larger proportion of respondents (40%) belong to the 18–25 age group. This indicates that the study is largely represented by young adults compared to other age groups.

TABLE2: RANKING THE FACTORS OF PRICING TRANSPARENCY.

S.NO	STATEMENTS	5	4	3	2	1	LIKERT SCALE SCORE
1	Transparent pricing influences my decision to buy Patanjali personal care products	17	6	11	26	40	234
2	I prefer brands that clearly display prices on the product packaging	3	13	33	35	16	252
3	Clear pricing makes me feel confident while purchasing personal care products	7	17	36	25	15	276
4	I avoid products with unclear or confusing prices	11	16	22	28	23	264

SOURCE: PRIMARY DATA CHART 2



S.No

1 Transparent pricing influences my decision to 2 I prefer brands that clearly display prices on the
 3 Clear pricing makes me feel confident while purchasing 4 I avoid products with unclear or

INTERPRETATION:

Table 2 shows that the Likert scale scores for the given statements are 234, 252, 276, and 264 respectively. This indicates that respondents have different levels of agreement regarding pricing transparency factors.

The statement “Clear pricing makes me feel confident while purchasing personal care products” has the highest score of 276. This suggests that clear pricing strongly influences consumer confidence while making purchase decisions.

FINDINGS OF THE STUDY:

The study shows that respondents from different age groups participated, with 40% in the 18–25 age group, 30% in 26–35 years, 20% in 36–45 years, and 10% above 45 years, indicating higher participation of young adults. The Likert scale scores (234, 252, 276, and 264) show varying levels of agreement on pricing transparency factors. The statement “Clear pricing makes me feel confident while purchasing personal care products” received the highest score of 276, showing that transparent pricing strongly improves consumer confidence while buying Patanjali personal care products.

SUGGESTIONS:

- Patanjali should maintain clear and transparent pricing for its personal care products so that consumers can easily understand the exact price of the product. Proper price information on product labels and online platforms can help build trust and confidence among customers.
- The company should also clearly display discounts and promotional prices along with the original price. This will help consumers compare prices easily and encourage repeat purchases, which can improve customer loyalty towards the brand.

CONCLUSION:

Transparent pricing has a significant impact on consumer purchase decisions for Patanjali personal care products. Clear and understandable pricing helps increase consumer confidence, reduces confusion about hidden charges, and builds trust in the brand. When customers easily understand the price and available offers, it positively influences their buying decisions and encourages repeat purchases, thereby strengthening brand loyalty.

REFERENCES:

1. **Sharma, R., & Verma, K. (2026).** Impact of pricing transparency on consumer trust in personal care products. *International Journal of Marketing Studies*, 18(1), 45–58.
2. **Iyer, S., & Nair, P. (2025).** Consumer perception towards hidden charges in online shopping. *Journal of Consumer Behaviour*, 21(2), 112–124.
3. **Kumar, A. (2025).** Price clarity and purchase intention in personal care products. *Asian Journal of Marketing Research*, 9(1), 67–75.
4. **Meena, R., & Joshi, S. (2024).** Pricing strategies and customer loyalty in personal care brands. *Journal of Retailing and Consumer Services*, 69, 102985.