



## 9. Understanding the relationship between Sentiment and Media Portrayal towards Brand Engagement of Swasari Corona Kit of Patanjali Brand: A Sentiment Analysis Approach

**Archan Mitra**

Assistant Professor

School of Media Studies, Presidency University Bangalore, India.

[archan6644@gmail.com](mailto:archan6644@gmail.com)

**Sanjeev Sood**

Professor

School of Media, Film & Entertainment, Sharda University, Greater Noida, India.

[ssood60@gmail.com](mailto:ssood60@gmail.com)

**Ritu S. Sood**

Dean

School of Media, Film & Entertainment, Sharda University, Greater Noida, India.

[rssood@gmail.com](mailto:rssood@gmail.com)

### Abstract

*This paper aims to explore the relationship between sentiment and media portrayal towards brand engagement of the Swasari Corona Kit, a product by the Patanjali brand. The study employs a sentiment analysis approach to analyze public sentiment expressed in media coverage of the Swasari Corona Kit and examine its impact on brand engagement. The Swasari Corona Kit gained significant attention during the COVID-19 pandemic as an alternative remedy for boosting immunity. However, the media portrayal of the product has been diverse, ranging from positive endorsements to critical reviews. This study seeks to understand how different sentiments expressed in media coverage, such as positive, negative, or neutral sentiments, influence brand engagement with the Swasari Corona Kit. Using a sentiment analysis methodology, the study collects data from various media sources, including news articles, social media posts, and online discussions. The sentiment analysis technique is employed to classify and quantify the sentiment expressed in these media texts. Additionally, measures of brand engagement, such as social media interactions, online searches, and consumer reviews, are considered to assess the impact of media sentiment on consumer behavior towards the Swasari Corona Kit. The findings of this study contribute to a deeper understanding of the complex relationship between media portrayal, sentiment, and brand engagement. The insights gained can help marketing practitioners and brand managers make informed decisions about their communication strategies and brand positioning. By understanding the nuances of media sentiment towards the Swasari Corona Kit, brands can better engage with their target audience and cultivate a positive brand image amidst evolving consumer perceptions during times of crisis.*

**Keywords:** Sentiment analysis, media portrayal, brand engagement, Swasari Corona Kit, Patanjali Brand, COVID-19

**Introduction:**



The present landscape of brand engagement is rapidly shifting. With the Covid19 pandemic in place, we are forced to look at things from a completely new angle. Several studies have already identified alterations in the branding spectrum, which is continually changing. However, in this study, we will focus on a single product from a well-known Indian brand. Patanjali is a company that has earned a name for itself in the industry thanks to its Ayurvedic products and theological marketing approach. Ayurveda has a special emotional value in the Indian market, and Patanjali's product mix incorporates this concept as a branding factor. Patanjali, a well-known Ayurvedic company, will launch Coronil on June 23, 2020, as a therapy for the deadly Covid19. Yoga Guru Ramdev announced the medicine's release during a press conference, calling it a Corona kit success. Patanjali Research Institute (PRI) and the National Institute of Medical Sciences (NIMS), Jaipur Patanjali Pharmaceuticals collaborated to develop the treatment. Coronil, a minor claims court action in Bihar against its claim. Once it was on the market, Ayush Mantralaya said that Patanjali was illegally advertising the "corona cure" and demanded that they provide all necessary details, including the specific name and composition of the medicine they ordered to stop promoting, but authorized its sales for chest infections and immunity. According to Baba Ramdev, the first medically successful ayurvedic drug underwent a successful trial, with around 69 percent of patients recovering in three days (Chandna et al., 2020, Business Today, 2020, Desk, 2020, Sharma, 2020). The discourse about the product penetrated well in the social media scene. Social media being an important place for human discourse about the brand usefulness the researcher hence took up the journey of this product as a sentiment analysis study which hopes to understand the consumer sentiments of the brand in respect to the product and research how it has affected the brands engagement in the market. Social media analysis has been employed as a tool to understand the sentiments associated with the brand. With this research we will be able to understand the negative sentiment engagement of a brand during the COVID19 crisis which is directly related to it. Data mining will be done from primary social media sources such as twitter, blogs, news articles and consumer review. Sentiment coding will be performed on the gathered data to study the sentiments in light of the product and the brand. The results will be visualized as sentiment polarity, word frequency cloud and word cluster analysis from the consumer perspective.

## Literature Review and Hypothesis Development

### Theoretical Background

Patanjali as a brand has been a concern for research for a long period of time. The consumer centric research can be noted by researchers' along with how communication strategy played a very vital role in the marketing and distribution of *Patanjali* products all around the country. The consumer perspectives on *Patanjali* product based on some parameters like pricing, advertising, communication strategy used by the brand, product quality, brand endorsed by Baba Ramdev etc (Verma, S. & Kalra, M. 2018; Pendse, & P. N, 2018). The consumer's choices have been identified by doing survey & followed the questionnaire method (Wills et, al., 1991; Leire, C & Thidell, Å, 2005). Based on a poll, the consumer assessment of Patanjali brand perception the poll has been done using a majority of closed-ended questionnaires. By observing the dramatic increase in Patanjali brand growth, some important elements were

revealed, such as the communications strategy, the spiritual guru Baba Ramdev's legendary status, and the competitive price, the “made in India” brand image, and value, and also “indigenous” increased national pride. According to the report, the successful Patanjali Ayurveda Ltd. began operations in 2006 with price-sensitive, mall stores, slick promotions, and diverse business strategies. Babarāḍa Ramdev's advancement of ayurvedic knowledge empowers the consciousness of the brand (Rawal, P., 2016; Khalikova, V. R., 2017). The researcher (Ghosh, 2017) have focused on the effective communication strategy is the key factor for the success rate of Patanjali brand within a short span of time (Singh, B., & Gopal, R. K., 2016); and that is why it is more evident to do a micro study on the communication discourse on social media like twitter which gives us better insight of the product in question and the consumer sentiment pertaining to the product. The research gap as identified by the researchers' is the fact the relationship/correlation between the use of social media and that of portrayal by media has not been investigated in the previous research. This gap has been identified as the major source to identify the hypothesis. Therefore the study hypothesis can be laid down as follows:

**H1** The sentiment polarity is correlated to the media portrayal of the Patanjali product which influences negative sentiment discourse on social media platforms like twitter. The brand perception studied by researchers' included survey based research with questionnaire format for data collection (Yuvika Singh, 2018; Khanna, 2015). The terms like 'swadeshi' has been used by the consumers creating a positive perception about the brand. The same research also brings out reason behind the positive perception which included Low budget, availability, natural ingredients. This re-establishes the idea of Patanjali to make a firm ground of indigenous home brand (Pandey, N., & Paul, G. 2020; Mehta, I. 2017; Oliver, R. L. 2014). Research has been done on the brand architecture which focus on the types of products that is the key in understanding the brand's perception. Brand awareness and brand popularity about Patanjali have been using more modern ways of communication like the website or social media platforms like Facebook and Twitter (Khanka, S. S., 2014; Saji, T. G., 2020; Ahuja, Y, et.al, 2020; Mondal, n.d.). The researchers in this study hope to deal with the brand perception from a textual analysis perspective, hence the hypothesis can be laid down as.

**H2** words usage from online discourse help create brand perception  
The research tend to focus on the aspect of human sentiment when dealing with popular product from a brand like Patanjali. Media portrayal of brand image and human perception about the brand has shifted to the online scenario and hence requires new ways for investigation. Sentiment analysis as a method is selected for the study to justify the unique nature of the information.

*The researcher has taken the study to understand the brand position and engagement of the Swasari Corona Kit of the Patanjali brand. The study focuses on the negative sentiment towards the brand by analyzing Twitter data. The study has been segmented into different dimensions to achieve the analytical success of the same.*

*P1: The negative approach towards the brand has been aroused with the introduction of the Swasari Corona kit.*

*P2: It reveals the kind of sentimental involvement Indian people have for Ayurveda.*



*P3: The data mining process has been handled neutrally without any static reservoir taking the help of geotags and other Twitter data.*

*P4: The findings are dependent on the comments put by the Twitter population about the Covid-19 kit launched by Patanjali.*

### **Research Methodology**

The sentiment analysis process has helped to do justice to the objectives. The data collection and analysis process has been done systematically. The process is as follows

The coding system of NVIVO software has been taken to collect the data. Even the sentiment analysis, text mapping, have been taken through coding of NVIVO. After the heaped data has been filtered and validated with the python package. Moreover, NVIVO output made the visualization of the analyzed data.

*Sampling Method:* The study materials and the results have been classified by the shares tweets of the virtual community of tweeter after the launch of the Swasari Corona kit by Patanjali. Though the collection of data has been constrained to a time frame.

Knowing more about the event, the surge of tweets and negative responses got a reach because of the launch of the Corona kit by Patanjali. Patanjali is known to be the profound Ayurveda brand flourishing in India with the prime face of Baba Ramdev. The public reaction to the corona kit of Patanjali has been recorded on the day of the launch of the product. It is carefully included in the data sample. To this end, the data mining process has been concluded with the tweets of the particular day with the interest of the researcher. The sampling method has been recorded as purposive sampling. As the all the samples have been significantly used to fulfill the objective of the study. *Sample size:* The total number of collected data is (n=5,227). This number includes all the tweets and retweets. Whereas the filtered data volume is (n=225). The filtered data is taken to the next level for the coding reference and comparative analysis of text in the system of sentiment analysis. The data has been gathered from the real-time big data from the tweeter. So, data has been supported and validated by the same.

*Sample area:* The study includes the public comments after the post-launch of the product. Herewith a dynamic and distributed area of study is visible.

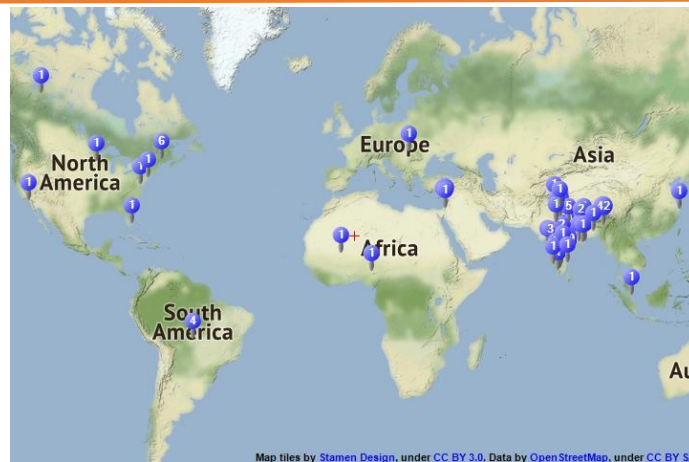


Fig ( ): Source: Data Mining Map from NVIVO geo-tagging reference plotting

*Data analysis:* The data has been analyzed systematically through coding and more to validate the need if of the objective. As mentioned earlier, the NVIVO software has done the data analysis and visualization process inconsiderate way.

It took the help of the python package (tweedy.py). The cloud analysis guided the researcher about the filtering of the 4 stop words. The efficiency in data mining and visualization has been moderated by NVIVO. Though the sentiment in the research process has been divided into four parts like very positive, moderately positive be negative, or moderately negative.

### **Influencer analysis**

So far as brand engagement is concerned, one evident of misleading people can create a disastrous situation for the brand image. Here, Patanjali introduced the product as a way to cure corona. But when the other organizations started criticizing a professional and ethical basis, Patanjali changed the criteria to immunity booster. Be it in a sarcastic way or attacking way people started criticizing the product. With the 0.02%, weightage, a tweet which sarcastically represents how unworthy and disappointed people are with the product. Even one more tweet which has been covered nearly 0.01%, which directly criticizes the promotion of the corona kit as a disqualification of marketing intelligence. Moreover, the political interpretation was also there in a handsome amount of frequency.

### **Sample Area of Data Mining**

There is a conglomerate data hotspot (India, South America, North America). The other areas of Africa, Europe, Indonesia, are there to be considered. Here, India predominantly covered the prime portion of the cluster of geocoded Twitter data. But the researcher has followed not to geocode the data beforehand to avoid the unwanted interruption gi topic analysis(folksonomy) used in the research. The data collection process is adequate. The data has been collected from the global community from each part. Therefore we see people regulate the data from any corner of the world. The map shows the frequency of data distribution and

data sharing. The normal population to organizational value indicators all have been responded to this. The adequacy of data has been surveillance by the researcher with all the data sources.

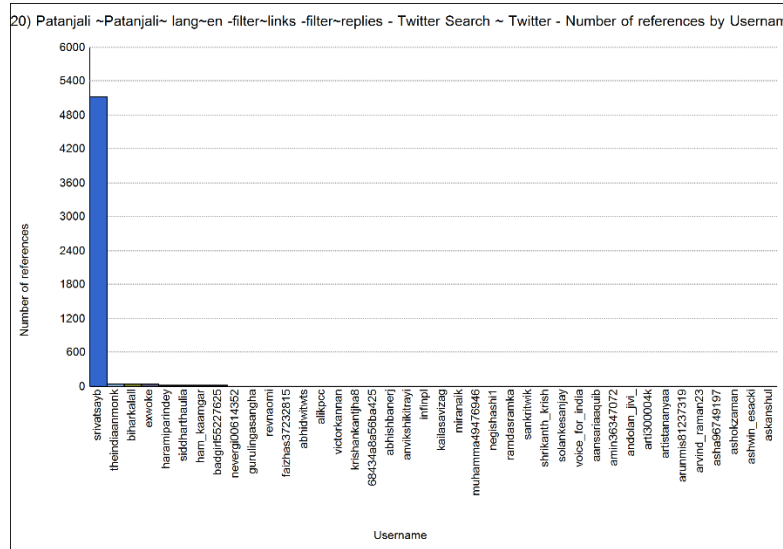


Fig ( ): Source: Influencer from NVIVO account reference plotting

### Sentiments of Tweets

To analyze the graph, we can see the number of very negative data is 30, moderately negative is 93, moderately positive is 70, and very positive is 32. If we take moderately negative and very negative data under the negative column, the number of negative data will be 123, and taking very positive and moderately positive data to positive, the number will be 102. The range between the two numbers is 21. Though it doesn't direct to a major lead of sentiment negative sentiment stands high in comparison to positive sentiments. Here the graph sets a normal curve to data visualization and normalizing it. Though the moderately negative and moderately positive data range stands as 23. But in a wholesome indicator, the range loosens. Here, mostly the negative approach takes the lead over others.

Very negative	Moderately negative	Moderately positive	Very positive
30	93	70	32

Table: Source: Results of Twitter data analysis through NVIVO (sentiment coding)

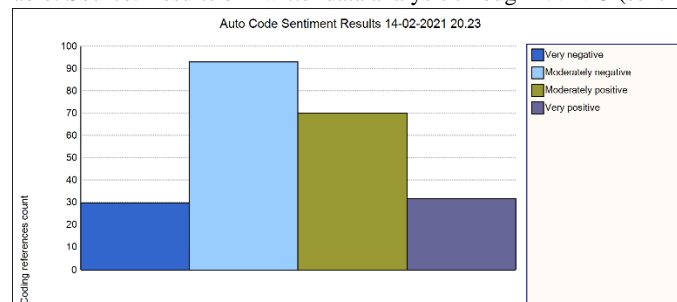


Fig ( ): Source: Sentiment from NVIVO sentiment coding reference plotting on histogram

### Text mapping

In this part, the study has been supported by text analysis. The discourse word mapping is done to classify the sentiment more convincingly. The researcher with all micro and macro perspectives has tried to analyze the data respectively.

There are words like Patanjali(10.05%), Chinese(12.13%), nationalism(3.04%), policy(1.68), boycott(.31%) that have been used in the tweets. So, with the above-mentioned words, we can interpret that the people are considering the product of Patanjali with the least lasting capacity. They are calling boycott to the products of Patanjali. Not only that by conjugation the brands with a political color, but people also tried to criticize the government for being silent on the ground if treachery with the consumers with the misleading messages. Knowing the fact of incapacity of the product to cure the epidemic. The product tried to take advantage of people’s helpless and venerable situation and make a profit out of it. As many have criticized the ill practices of the brand management of Patanjali.

Word	Length	Count	Weighted Percentage (%)	Similar Words
chinese	7	20,583	12.13	chinese
patanjali	9	96	10.05	patanjali
nationalism	8	5,163	3.04	Nationalism, nation, national
boycott	3	7	.31	boycott
policy	6	16	1.68	policy

Table: Source: Results of Twitter data analysis through NVIVO (text mapping)

There are words like product(0.42%) communication(0.21%), ancient(0.21%), lives(0.31%), coronil(0.31%), dying(0.21%) have been used. This suggests that how the profit-making machinery denigrating the old glory of ancient Ayurveda culture. When people were criticizing, the authority tried to block the communication Moreover, with the ill practices, the company not only its image but people’s lives also have put at stake.

Word	Length	Count	Weighted Percentage (%)	Similar Words
product	7	4	0.42	Product, products
communication	13	2	0.21	communication
coronil	8	3	0.31	#coronil, coronil
dying	5	2	0.21	dying
ancient	7	27	0.02	ancient
health	6	2	0.21	health
live	4	30	0.02	Live, lives, living
truth	6	17	0.01	#truth, truths, truth
ayurved	7	10	0.01	ayurved
vocal	5	42	0.02	vocal
woke	4	25	0.02	woke
authority	6	16	0.01	authority

Table: Source: Results of Twitter data analysis through NVIVO (text mapping)

The tweets have been shared widely but it has its origin in India. There's work ethic which every sector needs to follow along with making profits. Harmful and ill practices are never negotiable at any point. Here people not only criticize but also their sarcastic comments dragged down the brand's seriousness to a major extent. There are words like mocking, saffron, science that have been used as part of the discussion of the topic also.

## **Findings**

### **Influencer of Twitter**

The conglomerated data suggests the influencer's intimidation about the incident concern is an awareness basis involvement. Without referring to any particular person's name, the tweets are enough to give a dimension to the subject's concern. Having a clear understanding of product value and social awareness, people don't get easily trapped. Rather they put the company concern under a crucial point of existence. Here, the influencer has taken a generic approach to the people to seek out the truth about marketing game-changers. Here the influencer puts forth the business ethics, management credibility under a big question. The tweets condemn to denigrate the position of Ayurveda science in such a position that people started mocking it rather than having faith in it. Ayurveda is known to be the oldest form of medical science which was prime innovation of Indian health science and carrying out the glory it. The question is not if Ayurveda will be able to cure corona or not. The real question is how a company like Patanjali taking advantage of people's vulnerability and their immense faith in Ayurveda Shasta, started making business. It is not only stigmatized the brand's image but the past glory of Ayurveda along with making trust issues in people about the companies of Ayurveda science who are making their day and night possible for the actual development of people.

### **Sentiment Analysis of Twitter Discourse**

Whatever the tweeter suggests, the data leaning towards the negative sentiment. Thigh the margin is low but the efficiency of approach and seriousness if the situation is honorable. People critically analyze the efficiency of the product and the brand management of the organization in a very subtle way. They question the work and marketing ethics of the brand. What furies they are taking people's life as secondary importance and profit in the first place. In the world of marketing and advertising brand image is the most important thing. It takes a long time to establish a brand and a second to destroy it. If the brand image is not clear, brand loyalty will never be increasing. The very disappointing brand management and business model have created a negative buzz in the market. People mentioned the adoption of an orphaned child from the Uttarakhand flood by Yogypeeth, the research center of Patanjali here people also dragged the political inclination and governmental support towards the brand even after the blunder. In Canada, the Patanjali products had been taken down from the self.



Here, the product and the marketing blunder are being criticized because it has put the ancient science culture of Ayurveda in the mouth of mockery. The politics and lure of power, money, and business are making people blind to everything exists. People say Patanjali is a huge nightmare for the companies like P&G, Colgate and so many. Moreover, people try to open the eyes and bring attention to the world of reality and manipulation. And make others aware to stay safe from being the puppet of profit-making machinery where the justice holder remains silent and gives power to the powerful and encourages to do more ill practices by not alarming to correct those.

### Text mapping of Tweets

The textual discourse has been presented to identify the similar words which have been used during the event that occurred. The following graph has been presented to the data analysis taken place in the whole research process. The different words which frequently been popped in the shared tweets have been mentioned in the graph below.



Fig (0): Source: Word cloud from NVIVO textual analysis coding

### Conclusion

Thus, we can easily comprehend the brand image of Patanjali in the public sphere. Words like #coronil, @pypaturved were trending. The discussion about violating marketing ethics. People knowing the fact that the Patanjali corona kit won't be able to cure the epidemic. But they might take a chance to buy it and if not physically but mentally secure themselves to be grouped by Corona. A percentage of people might not even buy. But the society, basically a medical sector lies with the credibility to ensure safety. Whereas the companies like Patanjali put credibility under threat. It is fair to make money, doing business but one shouldn't sacrifice the consumer's safety by misleading them. The company made a blunder in their marketing mix, where promotional work needed more attention. The company accepted their fault by changing the message about the corona kit from curing medicine to an immunity booster.

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**End Note:** *A case had been registered at Jyoti Bagar police station by some individuals against yoga guru Ramdev and some others under the Indian Penal Code section 420(cheating), sections 4 and 7 of the Drugs and Magic Remedies Act, 1954 (objectionable advertisement). Patanjali launched a product in the name of Coronil with the promise to cure corona. One complaint maker, the lawyer Balbir Jakhar claimed that without the nod of Rajasthan and the central government about clinical trials Patanjali took the product directly to the market. The complainers suspected the quality of the medicine and claimed it to be harmful to the common people.*

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