



AN INFLUENCING FACTORS AND USERS' SATISFACTION TOWARDS ALOE VERA PRODUCTS

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ABSTRACT

India is one of the country which offers variety of cosmetics in their advanced stage of preparation. Beauty care and health care product is a considered as a prominent industry in India. This study enables to learn about how the Aloe Vera products helps human to reducing dental plaque, wound healing, preventing wrinkles and managing blood sugar in on human body. Though there are various indications for its use, controlled trials are needed to determine its real efficacy by the consumer and to know their satisfaction level from its usage of Aloe products. Across the Asia Pacific, Middle East and North Africa regions, the largest number of its consumers will come from India between now and 2030.

KeyWords

Consumer, Satisfaction, Factors, Health care.

INTRODUCTION AND DESIGN OF THE STUDY

Most of the products are chemical products which are injurious to health and life, in order to overcome these problem herbal products are of nature which will make human beings more energetic and healthy

This study helps to learn the current research regarding Aloe Vera, its uses and place in health and wellbeing. Aloe vera contains powerful antioxidants belonging to a large family of substances called polyphenols. It provides knowledge about the market share for each brand and identifies the factors influencing the consumer's preferences to select a particular brand available in the market.

STATEMENT OF THE PROBLEM

The use of natural ingredients in personal and health care products has been practiced to increase the use of herbs with accretive value. This study aim to find out the influencing factors and users satisfaction level of Aloe-Vera products.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES

- ❖ To study about user's satisfaction of Aloe-Vera products

SECONDARY OBJECTIVES

- ❖ To find out the factors influenced to buy the Aloe-Vera products.
- ❖ To provide the suggestion to get an improvement in the product.

SAMPLE DESIGN

A sample design is a definite data for obtaining sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample.

DATA COLLECTION

❖ Primary Data

Primary data has been the data originated by the researcher for the specific purpose of addressing the research problem.

Here primary data is collected by administering the well structured questionnaire from the respondents directly and collected the information from surrounding area.

Sampling Technique

Non probability convenience sampling has been adopted by the researcher in selecting the respondents for conducting the survey.

Sample size

The size of the sample selected for the study is 50. The samples are selected based on the convenient sampling technique and drawn from the various segments of the area.

LIMITATIONS OF THE STUDY

1. Marketing area is big and sample size is small.
2. Respondents may respond different under different circumstances.

LITERATURE REVIEW

Johnston, S. Laurance (2018) “The Healing Power of Aloe Vera” Years ago, a friend shared with me his herbal health regimen in which he prevented spinal-cord-injury (SCI)-related urinary-tract infections (UTIs) by taking cranberry extract. If he started to get the flu or catch a cold, he took Echinacea, and when he had the blues he consumed St. John's Wort. At that time, my inclinations as a scientist kept me from embracing such remedies because they were based in tradition, not modern science.²²

Arup Jyoti Pegu (2019) “Review on Aloe Vera medicine” The Aloe Vera plant has been known for centuries for its well being and skincare properties. There are over 300 spices of aloe which develops basically in dry African, Asian, European countries. The Aloe Vera plant, its properties, its components of activity and its clinical employments are discussed in this article ²

1. (Johnston, S. Laurance (2018) “The Healing Power of Aloe Vera” Article from Paraplegia News, January 1, 2018)

2. (Arup Jyoti Pegu (2019) “U Review on Aloe Vera medicine” Article from University Wire, October 1, 2019)

PROFILE OF THE COMPANY

Aloe vera has been used for medicinal purposes in several cultures for millennia: Greece, Egypt, India, Mexico, Japan and China, Egyptian queens Nefertiti and Cleopatra used it as part of their regular beauty regimes. Alexander the Great, and Christopher Columbus used it to treat soldiers' wounds. Aloe vera contains 75 potentially active constituents like vitamins, enzymes, minerals, sugars, lignin, saponins, salicylic acids and amino acids. Aloe Vera has enjoyed a reputation as a healer for millennia, based primarily on anecdotal evidence. For the last 40 years however, a concerted effort by the scientific research community, through in vivo (real life) and in vitro (within an artificial environment) studies (human and animal) has shed new light on Aloe Vera and its abilities. It has brought Aloe Vera out of the realm of folk medicine, providing it with a solid medical and scientific foundation as a healer.

LEVEL OF SATISFACTION

The Satisfaction level of consumer may vary at before and after purchase, the quality of the Product, Price, Availability, Variety, Durability, Fragrance, Package and considered analyzing in satisfaction level of the respondents.

TABLE NO: 01

LEVEL OF SATISFACTION

S.No	Factors	Highly Satisfy	Satisfied	Dissatisfied	Total
1	Quality	30	14	6	50
2	Price	10	23	17	50
3	Availability	29	13	8	50
4	Variety	20	22	8	50
5	Durability	16	29	5	50
6	Package	19	21	10	50

Source : Primary Data

INFERENCE

Based on Maximum score the interpretation is generated

The above table shows that out of total 50 respondents of the study, 30% of the respondents are highly satisfied with the quality, 23% of the respondents are satisfied with the Price, 29% of the respondents are highly satisfied with the availability, 22% of the respondents are satisfied with the Variety, 29% of the respondents are satisfied with Durability, 21% of the respondents are satisfied with the package of Aloe-Vera Products

Majority 30% of the respondents are highly satisfied with “Quality” of Aloe vera product.

WEIGHTED SCORE ANALYSIS

FACTORS INFLUENCED TO PURCHASE ALOE-VERA PRODUCTS

Weighted score analysis is used for ranking the factors like price, availability, advertisement, herbal content no side effect have taken into consideration.

TABLE NO: 02

FACTORS INFLUENCING TO PURCHASE ALOE-VERA PRODUCTS

S.No	Opinion about Usage	Total score	Percentage (%)
1	Traditional Product	289	VII
2	Price	428	III
3	Availability	390	V
4	Packing	490	II
5	Advertisement	416	IV
6	Herbal Content	356	VI
7	No Side effects	525	I

Source : Primary Data

INFERENCE

From the above table it shows that the most influencing factor of Aloe Vera products are “no side effects” with the score of (525), Packing is the second influencing factor with the score of (490), Price is the third influencing factor with the score of (428), advertisement is the fourth influencing

factor with the score of (416), Availability is the fifth influencing factor with the score of (390), Herbal content is the sixth influencing factor with the score of (356), Traditional Product is the seventh influencing factors with the score of (289).

SUGGESTIONS

- ❖ The price of Aloe Vera Products may be reduced to create more demand.
- ❖ Special offers and free gifts can be offered to induce the consumer to buy the more products.
- ❖ Awareness of Aloe Vera can be given to the public and it may help in increasing the products popularity and it may also promote its sales.
- ❖ Try to cover small towns and villages to attract the new customers.
- ❖ The company has to focus on advertisement in the existing position to get more attention of consumers.

CONCLUSION

Marketing plays a crucial role in the development of the economy country. The development of marketing has always kept pace with the economic growth of the country. Now the modern marketing faces the high competition in their activities. Competitions increasing order of the day. Earning profit is possible only through consumer's satisfaction.

The Study reveals that most of the respondents are aware about Aloe Vera products. Now-a-days people are considering the cosmetic is not a luxurious one and also consider the medicine for improving health condition..The company has got good name and fame for its quality and innovative products to satisfy the current demand for their customer.

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