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Popular Article

Consumer Behaviour Towards Aloe Vera Products

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1.1 Consumer behaviour- An introduction

For a firm or company to survive, grow and compete, it is very essential that marketer identifies the needs and wants of customers and offer products according to their needs more effectively and efficiently than other competitors. Though similar but consumers are unique in themselves due to having different needs and wants which are varied and diversified from one another; and even they have different consumption pattern and consumption behaviour. The marketer helps them in satisfying their needs and wants through offering different products and services. A comprehensive knowledge of consumers and their consumption behaviour is essential for a firm to fight and to succeed.

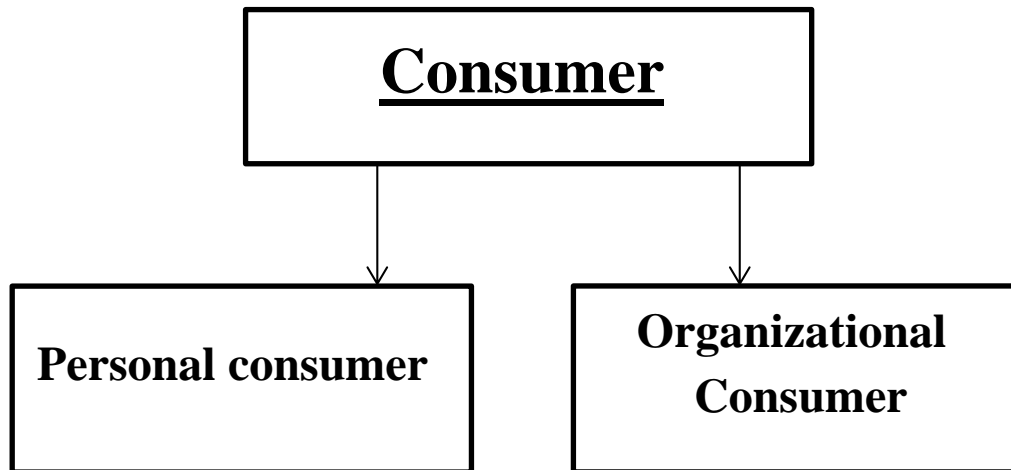
Definition-Consumer behaviour is defined as the decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services.

1.2. Some consumer behaviour roles

Role	Description
Initiator	The individual who determines that some need or want is not being met and authorizes a purchase to rectify the situation.
Influencer	A person who buys by some intentional or unintentional word or action influences the purchase decision, the actual purchase, and/or the use of the product or service.
Buyer	The individual who actually makes the purchase transaction.
User	The person most directly involved in the consumption or use of the purchase.

The “customer is king” philosophy has become one of the most important marketing strategies. The term consumer used to describe two different categories of consumers i.e., personal consumers and organizational consumer. Personal consumers are the consumers who purchases goods for the personal use and organizational consumers are the consumers who buys product and services in order to run their own business.

1.3. Consumer behaviour as a dynamic process-



Consumer behaviour involves understanding that acquisition, use and disposition can occur over time in a dynamic sequence. The American Marketing Association (AMA) defines consumer behaviour as “the dynamic interaction of cognition, behaviour and environmental events by which human beings conduct the exchange aspect of their lives. Consumer behaviour helps in the study of individuals, groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and impact that these processes have on the consumer and society. Behaviour occurs either for the individual or in the context of a group (friend influence on the choice of purchasing clothes) or an organization (people on the job make decisions as to which products or services the firm should use).

1.4. Importance of consumer behaviour-

The marketing management tries to solve the basic problems of consumers in the area of consumption of product and services. To survive and to compete in the market, a firm has to be constantly innovating and understand the needs of customers, their tastes and preferences. It will extremely helpful for firm in exploiting marketing opportunities and for meeting the challenges that market offers. It is important for marketers to understand the consumer behaviour due to following reasons-



- It can be used for the purpose of helping a firm or organization to accomplish its objectives. Advertising managers, product designers, and many others in profit oriented businesses prefer to study consumer behaviour in order to be more effective at their tasks.
- Understanding consumer behaviour from a macro perspective can provide insight into economic and social trends and can perhaps even predict such trends. It may also suggest ways to increase efficiency of the market system and improve the well-being of people in society.
- In today's time, consumers give more importance on environment friendly products. They are more concerned about health, hygiene, and fitness. They prefer natural products. Hence detailed study on upcoming groups of consumers is essential for any firm.
- Consumer behaviour helps firms to identify influencers and factors which influence the consumer purchase decisions.
- Consumer behaviour study helps marketer to understand psychology of customers regarding their products and services and can make efficient strategies for their product marketing.
- Consumer's tastes and preferences are changing continuously, so study of consumer behaviour provides information regarding the consumers' needs and can use it in making marketing strategies and for product development so that they can satisfy the need of customers.
- It helps in market opportunity analysis by examining trends and conditions in the marketplace to identify consumer's needs and wants that are not being fully satisfied.

The analysis begins with the study of general market trends, such as consumer's lifestyle and income levels.

- It helps in target market selection by identifying distinct groupings of consumers who have unique needs and wants. This can result in a decision to approach each market segment with a unique market offering.
- From the customer's point of view customers today are in tough spot as due to wide market and tough competition, the customers have a wide variety of products.

1.5. Aloe Vera Industry- An Introduction

- 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. The first reference to Aloe vera in English was a translation by John Goodyew in A.D. 1655 of Dioscorides' Medical treatise De Materia Medica. By the early 1800s, Aloe vera was in use as a laxative in the United States, but in the mid-1930s, a turning point occurred when it was successfully used to treat chronic and severe radiation dermatitis.

1.7 Varieties of Aloe Vera:

Gurguva aloe	-	Aloe vera(Aloe barbadensis)
Cape aloe	-	Aloe ferox
Sagotrin aloe	-	Aloe perryi

These are the three mainly cultivated types of aloe. Certain other types like Zanzibar, Uganda, Natal and Hyderabad aloe are having good quality of "aloe gel". Aloe vera belongs to the family Liliaceae, and nearby there are about 150 species in Aloe vera. The common varieties are:

1. *Aloe barbadensis* Miller
2. *Aloe saponaria*
3. *Aloe chinensis*
4. *Aloe variegata*
5. *Aloe forex*
6. *Aloe lalifolia*

Of these the most popular is *Aloe barbadensis* Miller which has most therapeutic value and referred to as 'True Aloe'. ICAR has released varieties like IC111271, IC111269, IC111280 etc. Central Institute of Medical science and Aromatic Plants, Lucknow, has also released the variety AL-1 for cultivation.

1.7 Consumer behaviour towards aloe vera products

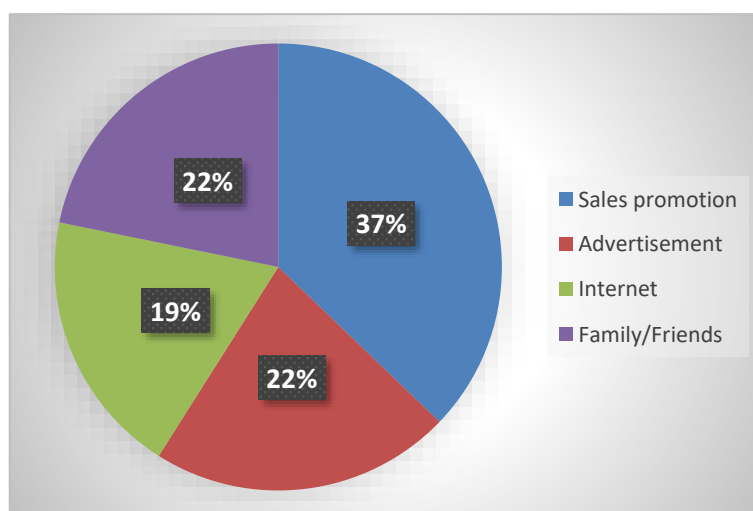
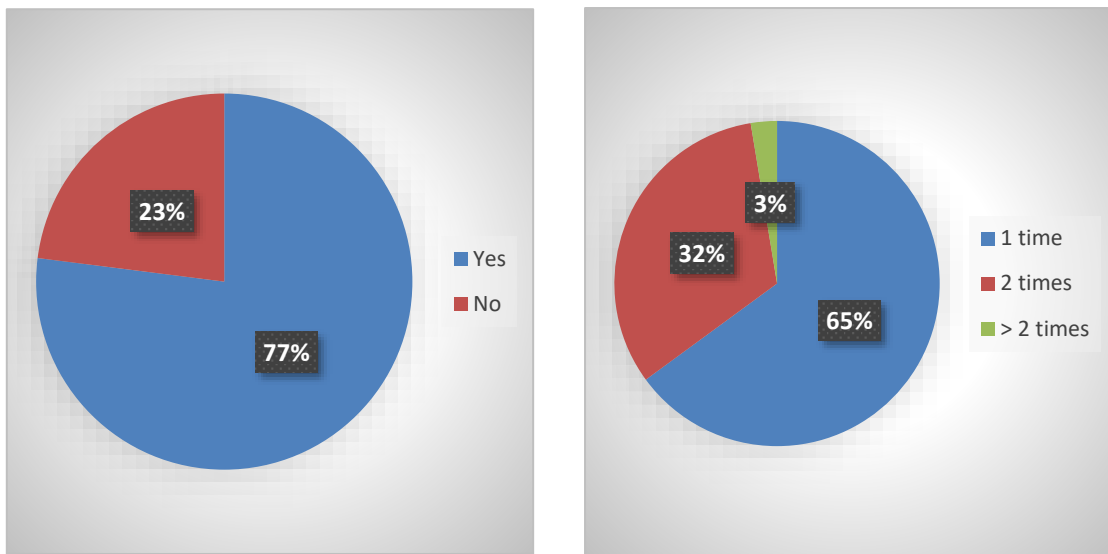


Fig.1 showing from where the consumers get knowledge about Aloe Vera.**Fig.1 showing Aloe Vera use****Fig. 3 showing usage of Aloe Vera products on daily basis**

1.8 Conclusions

The Aloe Vera market is demand driven and facing cut throat competition from other brands also. The pull of consumers is so strong towards top brands that the stores are forced to keep the brand of consumer's choice. It has been found from study that most of the consumers are aware about the quality standards of aloe Vera and they just buy the brand name due to popularity of the brand and product itself as seen in advertisements. Most of the consumers get information about the product through advertisement and sales promotion. About 60% consumers use brands like Patanjali and Himalaya because they are the most popular brands in India and are available easily at any store. Decision maker in family regarding the purchase are elders and younger ones. 65% consumers choose brand and quality of the products over the price factor. Customers are not loyal to one brand and shifts easily to another brand. Gifts and offers are the factors of customer shifting to other brand followed by other factors like quality, schemes and quantity etc. Price mainly affects the sales of these products. The other factors which affect the sales are quality, quantity and offers etc.