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Factors influencing consumer buying behavior towards *Aloe vera* products

¹Satinder Singh, ²Palbinder Kour, ³Suman and ⁴Sachin Kumar

¹Ph.D. Scholar, Department of Business Management, CCS HAU, Hisar, Haryana, India

²Master's of Business Administration, Department of Agribusiness Management, CCS HAU, Hisar, Haryana, India

³Ph.D. Scholar, Department of Extension Education and Communication Management, I.C. College of Community Sciences, CCS HAU, Hisar, Haryana, India

⁴Master's of Business Analytics, Haryana School of Business, GJUST, Hisar, Haryana, India

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Corresponding Author: Satinder Singh

Abstract

This study aims to explore the factors that influence consumer buying behaviour towards *Aloe vera* products in Sirsa District, Haryana. The analysis is based on data collected from 100 respondents and provides insights into key drivers like brand, price, quality, and advertising. The results reveal the preferences of consumers and the importance of brand reputation in purchase decisions.

Keywords: Consumer behaviour, factors, influence, advertising, *Aloe-vera* products

1. Introduction

Consumer behaviour is a critical aspect for marketers as it helps understand what motivates individuals to buy certain products. *Aloe vera* products, known for their natural and health benefits, are becoming increasingly popular. However, different factors like price, brand reputation, product quality, and advertising play a role in influencing consumer buying behaviour. This paper seeks to explore these factors and their impact on the purchase of *Aloe vera* products in the Sirsa district.

2. Research Methodology

This study uses a descriptive research design, employing a structured questionnaire to collect primary data from 100 consumers in Sirsa District. The data includes demographic variables and factors like brand preference, price sensitivity, and product quality. For selection of sample sirsa district is selected and convenient sampling technique is used. Data is collected through google forms and face to face questionnaires. Frequency distribution, cross tabulation, Descriptive Statistics (Mean, Mode) and Chi-Square Test for association between variables and relationship between income level and price sensitivity was used.

3. Results

3.1 Demographic Profile of Respondents

3.1.1 Gender

The sample consists of 53% males and 47% females, indicating a relatively balanced representation of both genders. This suggests that marketing strategies can be

tailored to appeal to both male and female consumers, acknowledging any differing preferences in product use.

3.1.2 Education

A significant portion of the respondents (53%) are postgraduates, followed by graduates (24%), and a smaller percentage in the senior secondary (11%), secondary (7%), and doctorate (5%) categories. This high educational level indicates that the consumer base is likely to be well-informed and may seek products backed by scientific evidence or health benefits. Marketers should consider leveraging this knowledge in their communication strategies.

3.1.3 Income Level

The majority of respondents (49%) fall under the income category of less than 50,000. This suggests that *Aloe vera* products should be positioned as affordable and value-driven to attract this income group. Pricing strategies and promotional offers could be crucial in gaining traction within this segment.

3.1.4 Age Group

The majority of respondents (68%) are aged between 15 and 30 years, reflecting a youthful consumer base. This demographic is often more open to trying new products and brands, particularly those associated with health and wellness. Marketing efforts can focus on the benefits of *Aloe vera* for beauty and health, which resonate well with younger consumers.

Table 1: Demographic Profile of Respondents

Factor	Categories	Frequency
Gender	Male (53), Female (47)	53% Male, 47% Female
Education	Postgraduate (53), Graduate (24), Senior Secondary (11), Secondary (7), Doctorate (5)	The majority are postgraduates (53%)
Income Level	<50,000 (49), 50,000-1L (23), >1L (28)	The majority have an income <50,000 (49%)
Age Group	<15 years (4), 15-30 years (68), 30-45 years (21), >45 years (7)	The majority are aged 15-30 years (68%)

3.2 Influence of Price on Buying Behavior

The majority of respondents (51%) indicated that they are somewhat influenced by the price of *Aloe vera* products. Only 8% of respondents were not influenced by the price, showing that pricing is a significant but not overwhelming factor in decision-making.

Table 2: Influence of Price on Buying Behavior

Price Sensitivity	Frequency	Percentage
Strongly Influenced	18	18%
Somewhat Influenced	51	51%
Neutral	23	23%
Not Influenced	8	8%

3.3 Influence of Brand on Buying Behavior

Brand loyalty plays a strong role, with 43% of respondents strongly influenced by the brand when choosing *Aloe vera* products. Consumers tend to trust established brands like Himalaya and Patanjali, which have strong reputations in the natural health product sector.

Table 3: Influence of Brand on Buying Behavior

Brand Preference	Frequency	Percentage
Strongly Influenced	43	43%
Somewhat Influenced	35	35%
Neutral	15	15%
Not Influenced	7	7%

3.4 Influence of Advertising on Buying Behavior

Advertising has a moderate influence on consumer buying behaviour, with 39% of respondents somewhat influenced by advertisements. This suggests that while advertising plays a role, other factors like brand and quality are more dominant.

Table 3: Influence of Advertising on Buying Behavior

Advertising Influence	Frequency	Percentage
Strongly Influenced	16	16%
Somewhat Influenced	39	39%
Neutral	27	27%
Not Influenced	18	18%

3.5 Influence of Product Quality on Buying Behavior

Product quality is the most significant factor, with 53% of respondents somewhat influenced by the perceived quality of *Aloe vera* products. This indicates that consumers prioritize quality over price or advertisements when making purchase decisions.

Table 3: Influence of Product Quality on Buying Behavior

Product Quality Influence	Frequency	Percentage
Strongly Influenced	16	16%
Somewhat Influenced	53	53%
Neutral	23	23%
Not Influenced	8	8%

3.6 Chi-Square Test: Relationship between Income Level and Price Sensitivity

The p-value is 0.33, which is greater than 0.05, indicating that there is no significant association between income level and price sensitivity. Therefore, price sensitivity remains consistent across different income groups.

Table 4: Chi-Square Test: Relationship between Income Level and Price Sensitivity

Income Level	Strongly Influenced	Somewhat Influenced	Neutral	Not Influenced	Total
<50,000	10	22	12	5	49
50,000-1 lakh	5	12	4	2	23
>1 lakh	3	17	7	1	28
Total	18	51	23	8	100

- **Chi-Square Value:** 6.89
- **Degrees of Freedom:** 6
- **p-value:** 0.33

4. Discussion

The findings show that brand, product quality, and price play pivotal roles in influencing consumer decisions. Although advertising influences buying behaviour to some extent, brand reputation and product quality outweigh its impact. Consumers in the Sirsa district exhibit moderate price sensitivity, with most willing to pay for established brands that guarantee quality.

Key Insights

- **Brand Loyalty:** Consumers heavily favour known brands like Himalaya and Patanjali due to trust in their quality.
- **Quality over Price:** Although price is a factor, it is not as important as the perceived quality of the product.
- **Moderate Impact of Advertising:** While advertisements do influence decisions, they are not the sole drivers of consumer behaviour.

5. Conclusion

The study concludes that product quality and brand reputation are the most influential factors affecting consumer buying behaviour towards *Aloe vera* products in the Sirsa district. While price sensitivity exists, consumers

are more inclined to choose trusted brands and quality products. Marketers can benefit from focusing on quality improvements and brand-building strategies to maintain and grow their customer base.

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