

Title : A Study of Consumers' Attitude towards Aloe Vera in Syrup in Bangkok Metropolitan Area

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The purpose of this thesis is to study the consumer's behaviour and attitude towards aloe vera in syrup by giving questionnaires to 200 consumers who have already eaten it and 200 consumers who have never eaten it in Bangkok Metropolitan Area. The study can be summarized as follows :

The sample consumers who have ever eaten aloe vera in syrup are mostly women graduating at the bachelor degree and working as staffs or employees of private sections. Their reason of first eating is to try it and "Sunflower" brand is the most popular. Most sample consumers consider its taste in selecting its brand by buying it from supermarkets, cooperative stores or department stores. Most of them have it for their health and the eating frequency is once over 1 month.

As for containers, most sample consumers like aloe vera in syrup which is contained in cans with the content of aloe vera pieces in syrup for 250 grams at the price of not exceeding 20-25 bahts and the content

of aloe vera water in 170 cm³ of syrup at the price of not exceeding 10-15 bahts. As for its taste, most sample consumers like sweet aloe vera in syrup. The sample consumers who have never eaten aloe vera in syrup are mostly women graduating at the bachelor degree and working as staffs or employees of private sections. Their reason of refusal is that they dare not to eat it and it should be externally used instead.

As for suggestion of guidelines for manufacturers and distributors, they should improve its taste to be sweet with its natural flavour of fruits, such as lemon, strawberry and orange. Besides, they should emphasize goods distribution through supermarkets, cooperative stores or department stores and direct sales representatives for the consumer's convenience and for easy purchase. The retail price of aloe vera pieces in syrup should not exceed 25 bahts per content of 250 grams and the retail price of aloe vera water in syrup should not exceed 15 bahts per content of 170 cm³. In relation to sales promotion, they should emphasize advertising through television media, particularly during introduction of the product for the consumer's acknowledgement of its advantages.

Moreover, they should arrange programs of sales promotion by means of discount, exchange, distribution or premium in order to increase its consumption as well as by means of participation in sport or exercise activities in order to accustom the consumers with nutritious food which helps repair the defective and deteriorating bodily organs.