

## Market research on the level of acceptance of the ALOEGAN ointment

### Investigación de mercado sobre el nivel de aceptación del ungüento ALOEGAN

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#### Abstract

The aloe is a plant in Arabia and northwest Africa, with excellent properties for the skin, which is where it takes advantage of its emollient, anti-inflammatory, moisturizing and antibacterial qualities. Aloe Vera-based products help heal wounds, skin burns and insect bites among other qualities it possesses. The objectives developed in this research were the valuation of the product demand ALOEGAN made in a handmade way based on aloe vera and vegetable oils. The method of collection of information was deductive and exploratory, where they conducted surveys and direct observation in the population of Santa Rosalía, Baja California Sur, corresponded to a representative sample of 343 people for the survey and 90 people for direct observation, between men and women. The ointment had an acceptance of 77.27% between both sexes. The people who consume this type of items most are women between 26 and 35 years and the price is in the range of 21 to 40 pesos, besides that they can find it in the supermarket because that is where they are going to do the purchases of the week.

**Aloe Vera, ALOEGAN, Wounds, Skin, Ointment**

#### Resumen

La sábila es una planta de Arabia y noroeste de África, con excelentes propiedades para la piel, que es donde se aprovecha más sus cualidades emolientes, antiinflamatorias, hidratantes y antibacterianas. Los productos hechos a base de aloe vera ayudan a la cicatrización de heridas, quemaduras en la piel y piquetes de insectos entre otras más cualidades que posee. Los objetivos desarrollados en la presente investigación fueron la valoración de la demanda del producto ALOEGAN hecho de manera artesanal a base de aloe vera y aceites vegetales. El método de recolección de la información fue deductivo y exploratorio, donde se realizaron encuestas y observación directa en la población de Santa Rosalía, Baja California Sur, correspondió a una muestra representativa de 343 personas para la encuesta y 90 personas para la observación directa, entre hombres y mujeres. El ungüento tuvo una aceptación del 77.27% entre ambos sexos. Las personas que más consumen este tipo de artículos son mujeres entre 26 y 35 años y el precio se encuentra en el rango de 21 a 40 pesos, además de que lo puedan encontrar en el supermercado ya que es ahí donde van a hacer las compras de la semana

**Aloe Vero, ALOEGAN, Heridas, Piel, Ungüento**

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## Introduction

Santa Rosalía is located in the municipality of Mulegé, in the north of the state of Baja California Sur, the region has different types of environments, from dry or desert, to arid; having both semi-warm, cool winter and annual average temperature between 18 ° and 22 ° C; the rain regime includes the months of July to October, corresponding most of the rain and the minimum in the periods of December and February respectively, according to the association INAFED 2017 mentions that the vegetation is formed by plants of arid zones, therefore the subtropical atmosphere and the biodiversity aloe vera find the best conditions in order to develop, they tolerate the drought stages very well, but they can not survive subzero daytime temperatures, prolonged frosts or floods.

Aloe Vera provides many benefits for the environment and rural society because when they are adults significantly mitigate the erosive processes by preventing the impact of rain directly on the earth, also shows numerous applications in everyday life, as it serves as a food supplement, personal and dermatological hygiene. (Alvarez, Galvez, & Vega, 2012)

Due to the climate, there is a lot of mosquitoes proliferation, on the other hand, that in the summer time the sun can cause burns and spots on the epidermis, if not the relevant care is taken, so there is an insufficiency in the region to have products that can mitigate these problems.

In the population of Santa Rosalía, aloe vera can be found throughout the locality and is not exploited therefore seeing that a need of the community preexists and that aloe vera is a plant that possesses so many dermatological and antibacterial properties, makes it in an excellent regenerator of internal tissues and skin cells, besides eliminating fungi and viruses.

That is why the idea arises to make an ointment with aloe vera origin that can help with burns, insect bites, wound healing, and eradicates the discomfort they cause; does not cause pain in its application and provides a pleasant smell to the beneficiary therefore the innovation of the product is that unlike other healing items.

Its elements are based on natural raw materials and will not have the use of synthetic substances in its elaboration, this means that it will be available to any user without fear of suffering any secondary or harmful effect on their epidermis or health, the pulp of aloe which is the main ingredient comes directly from the plant and no preservative is used that represents a danger for the environment, in addition to the fact that the production process is done by hand with a combination of vegetable oils of coconut, honey and cocoa butter, has a presentation of adhesive pencil of 21 gr., in order that the method if used, it is cleaner and more specific in the area to be treated, in addition to the container providing comfort.

It should be noted that market research is a tool that collects and analyzes information about consumer behavior, which reduces uncertainty in decision making. (Chopra & Meindl, 2007)

In this way, companies investigate the markets in order to constantly monitor the consumer's experiences, characteristics and purchasing motives, as well as environmental, cultural, political or other influences, which influence substantially at the moment to decide on a product. (Jassir, 2009)

That is why it is investigated on the preferences of customers who like to use green products, clean and that do not harm the environment, which provide welfare and health benefits; as well as the way of distribution and everything related to the way to perform effective marketing that leads to capture the attention of all customers within the universe of possibilities that will serve to make decisions and how to perform the positioning of the ointment.

## Innovation as an entrepreneurial idea

Aloe vera is a plant that provides many benefits for the environment and rural society because when they are adults they significantly mitigate the erosive processes by preventing the impact of rain directly on the earth, it also shows numerous applications in everyday life, since serves as a food supplement, personal hygiene and dermatology. (Alvarez & Vega, 2013)

ALOEGAN ointment with aloe vera origin can help with burns, insect bites, wound healing, skin spots, stretch marks and eradicates the discomfort they cause; does not cause pain in its application and provides a pleasant smell to the beneficiary, its elements are based on natural raw materials and has no synthetic substances in its preparation, this means that it will be available to any user without fear of suffering any side effect or harmful In its epidermis or health, the aloe vera pulp that is the main ingredient comes directly from the plant and no preservative is used that represents a danger to the environment, in addition to the process of realization is done by hand with a combination of vegetable oils of coconut, honey and cocoa butter. The product is aimed at all kinds of people, with a 100% natural quality and with a high content of the main ingredient that is aloe vera; in addition that its realization is of artisan way.

Due to global warming and other environmental trends, every day there is more concern for the care of this, which has led society to consume natural products. In addition, the handcrafted items are better for the skin to not contain aggressive elements, protect and strengthen with the properties of nature, has no side effects and does not cause allergies, it is also friendly to the environment.

The habitual consumer for this type of products are people with histories of allergies or intolerance to the traditional ointments components and subjects that show preferences for purchases of clean, green items that do not harm the planet. The merchandise is created thinking of women with children who suffer the most accidents or burns, who seek a healthy lifestyle and who want to care for their skin in a natural way and who care about buying things that try to conserve the environment.

ALOEGAN, when elaborated with plant essences, contributes to experiencing stimulating and pleasurable sensations, and by being properly selected, the natural ingredients allow to maintain humidity and to have healing and soothing effector in the skin. In addition, this product, when discarded, does not generate a greater impact on the environment.

The interest of the ointment is that there is a need to find an article that serves to alleviate the symptoms of insect pickets that so abound in this region, try to mitigate the harmful effects of the sun and be able to give relief to any wound that is exposed.

The product must be considered by customers, more effective than conventional ointments, that is, they must comply with the same functions as traditional ointments, and additionally, with greater attractive attributes and benefits.

### **Elaboration process.**

Selection and cleaning of aloe vera: 24 hours; The aloe vera is washed with water to remove the soil and put to soak in clean water for 12 hours so that the aloin that can be toxic is discarded, after 12 hours is checked and discarded water that will be dark and again clean water is added for 12 more hours so that the toxins end up coming out. The water will have to be clear and it will be known that I have eliminated any trace of aloin.

Boil utensils: 20 minutes; all the utensils that are used are boiled to avoid that there are bacteria that infect the aloe as they are the knife, the containers for the product, the spoons, containers and the Braun to liquefy. The water is boiled and the utensils are disinfected.

Extraction of aloe vera pulp: 20 minutes; the thick green layer that protects and envelops the pulp with the previously disinfected knife is removed. The gel that is a crystalline substance is removed with the spoon, is what will be used for the ointment.

Liquify aloe vera: 7 minutes; the gel of aloe vera liquefies with the Braun until it remains in liquid form without any lumps. When liquefying it, bubbles will be normal. Once liquefied, vitamin E is added.

Blend of oils: 10 minutes; In a stainless steel saucepan over low heat pour the coconut oil, then the cocoa butter until it becomes liquid and at the end since other oils are hot the honey wax is added, this is the final since it is longer to melt and the other oils will already be hot and when all the mixture is melted it is removed from the fire.

Cooling: 3 minutes; the oils are allowed to cool for 3 minutes, this will depend on the climate in which it is since it is necessary that the combination remains in a liquid state.

Blend of oils with aloe vera: 5 minutes; when the mixture of oils is warm it is added to the aloe vera previously liquefied and mixed with a spoon until a homogeneous paste.

Packaging: 5 minutes; once ready, the homogeneous paste is added to the previously disinfected container, the mixture must be in liquid form so that it can be emptied into the container. When it cooled, it will go to a solid state.

Tagged: 20 minutes; before labeling the product it is necessary that the package is completely cold and the mixture solid. The pot should be dry and clean so that the label adheres correctly and has a good quality and presentation.

Packaging: 30 minutes; once the labeling is done it is important to review the quality of the product, that everything is correctly, both the ointment and the container and proceed to pack the jars in the cardboard box for transportation.

### **Tastes and preferences of the people towards the natural ointment ALOEGAN**

From the point of view of the authors Matos & Pasek, (2018), direct observation is a method that is used to collect data and consists of observing the object of study in a situation, in order to obtain information that serves a purpose, this must be done without intervening or altering the environment in which the object unfolds, so as not to alter the data obtained.

In order to know the tastes and preferences about the ALOEGAN product since direct observation is a tool to obtain information, 90 measurement scales have been made between men and women of the population of Santa Rosalia, Baja California Sur, about ointment ALOEGAN; the results show that 90.2% of people like the texture and color of the product, 93.2% find the smell pleasant; with respect to the container in the form of an adhesive pencil, 94.4% of people consider it very practical and easy to transport, and 90.6% liked the size of 21 grams.

The name ALOEGAN does not like 14.6% since they considered it hard to pronounce, and 12.2% consider that the slogan "Aloeniza tus heridas" is not easy to remember, besides difficult to pronounce; the observation on the label showed that 87.8% liked it, the rest think it would like it to have more color and in addition to honey and aloe had the coconut in it, since they consider it a fundamental ingredient in this article. It can be seen in the results that direct observation is positive since 96.2% of people would buy the ointment and this helps to establish the tastes and preferences of people in this population so that the ointment is what the consumer wants and wants give an added value over those already existing in the market.

Within the proposals for improvement for the product according to the opinion of the biochemistry engineer Brenda Celina Concho Montes, is to add to the product royal jelly since it is very useful for healing and to make a review of allergies that may manifest themselves in the people who would use it and put a warning on it, also perform microbiological tests to keep it free of microorganisms.

It also considers that the usefulness of the product lies in the fact that the housewives can bring it in the bag and thus be able to alleviate immediately the burns or insect bites that may occur and at the same time soften the skin since it contains honey wax that it has many properties.

Of the people who were made the scale of measurement is observed that 90.2% likes the texture and color of the product that is a strength, but there is also a 9.8% that does not like; To obtain a total acceptance of the consumer, a vegetable dye can be added, which makes the color more attractive to the eye and will not affect the consistency or its operation, and with respect to the texture, the recommendation of the Engineer will be taken into account. Biochemistry in foods Brenda Celina Concho Montes in adding real jelly that will make the consistency more pleasant to the touch and since 6.8% do not like the smell you can get its acceptance as it will give an effect on the essence and be much more attractive.

On the other hand, the container in the form of adhesive pencil had an acceptance of 94.4%, the rest that is 5.6% of people do not consider it useful, so the approach is to launch to the market a presentation in the form of knob in addition to the adhesive pencil and make a greater promotion on the facilities that transport and use of this type of container in the form of pritt has in order to convince the consumer.

Among the things to improve the product is the name and the slogan since 14.6% and 12.2% respectively considered it difficult to pronounce and remember, this can cause people not to identify it and not differentiate it among other existing articles in The market, to mitigate the negative effects and get a full acceptance and that you can identify the product is considered a greater promotion for the public to be recorded the name, and with respect to the slogan will try to make it shorter and that people will identify with him. The rejection on the label is 12.2% and it is mostly considering that the lack of color, will manage an increase in tonality, as well as a label with better quality so that these tones are sharper and more seductive in view of the consumers. With these improvements in the ointment it is sought that 3.8% of people who do not like ALOEGAN find the value proposal that has and possess greater attributes and attractive benefits that the consumer wants.

### **Ointment consumption preferences ALOEGAN**

Santa Rosalia, Baja California Sur has a population of 14,160 people between men and women, the region presents diverse types of environments, from dry or desert, to arid; having both semi-warm, cool winter and annual average temperature between 18 ° and 22 ° C; the rain regime includes the months of July to October, corresponding to most of the rainfall and the minimum in the periods of December and February respectively, according to the National Institute for Federalism and Municipal Development (INAFED 2017).

Due to the climate, there is a lot of mosquitoes proliferation, on the other hand, that in the summer time the sun can cause burns and spots on the epidermis, if not the relevant care is taken, so there is an insufficiency in the region to have products that can mitigate these problems.

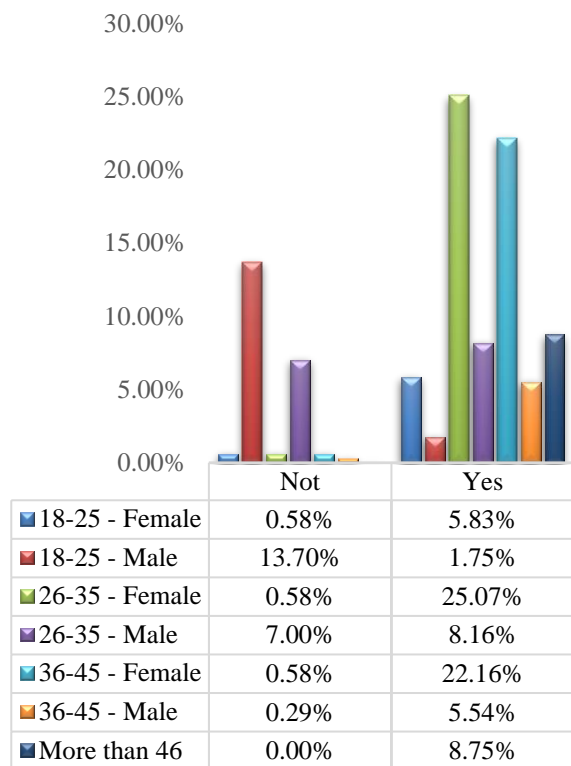
ALOEGAN ointment with aloe vera origin that can help with burns, insect bites, wound healing, skin spots, stretch marks and eradicates the discomfort they cause; does not cause pain in its application and provides a pleasant smell to the user, its elements are based on natural raw materials and will not have the use of synthetic substances in its preparation, this means that it will be available to any user without fear of suffering any effect secondary or harmful in its epidermis or health, the aloe vera pulp that is the main ingredient comes directly from the plant and no preservative is used that represents a danger to the environment, in addition to the process of realization is done by hand with a combination of vegetable oils of coconut, honey and cocoa butter.

On the other hand, there is currently an increase in the use of natural items and that do not harm the environment and although there are no official data on the level of sales of products, research conducted in Europe by Heinze (2017) for the Organic Monitor magazine they determined that the value corresponds to figures around 20% market share.

In addition, estimates conclude that by 2015, 15% of sales will correspond to natural personal care products. In particular, this sector has grown significantly in recent years in the United States 15%, Japan 29% and Europe 40%, this trend is increasing mainly because it allows to follow a healthy lifestyle, take care of one's own body and, above everything, the environment, turning them into responsible consumers (Heinze, 2017).

With respect to Mexico, interest in organic production in Mexico has increased. Proof of this is the growth of the sector in the last ten years, which went from 33 thousand 587 producers to 169 thousand 570, informed the secretary of the Mexican Organic Impulse Association, Jesus Ortiz Haro. (SAGARPA, 2013) In words Alvarez and Campos (2013), "consumers of aloe products are mainly female, aged 30-35 years, which play the role of mothers, and are preferably in the home, characterized by the greater knowledge about the products of aloe that exist in the market, which is manifested with a greater purchase and expense in this type of products".

**ALOEGAN ointment consumption preferences according to age and Gender**



**Graphic 1** Preferences for ALOEGAN ointment consumption according to age and sex  
 Source of own elaboration; taken from the study *Develop a business plan for the company ALOEGAN*

Based on the data obtained from the analysis of the market study, it can be seen in illustration 1 that 77.27% of people between men and women of age would be willing to buy the product. 25.07% of women between 26 and 35 years old commented that, if they would buy it, women are immediately between 36 and 45 years old with 22.16%. Considering this, it is verified that the purchase decision depends mainly on this gender with 58.31%, the rest correspond to the men who also represent an important market segment. On the other hand, in order to attract 22.73% of the people who would not be willing to acquire the product, which are mostly men between 18 and 25 years old, it is considered necessary to implement advertising aimed at them, with a detailed explanation of the uses and benefits that the ointment has and the utility it would have in daily life and in the environment.

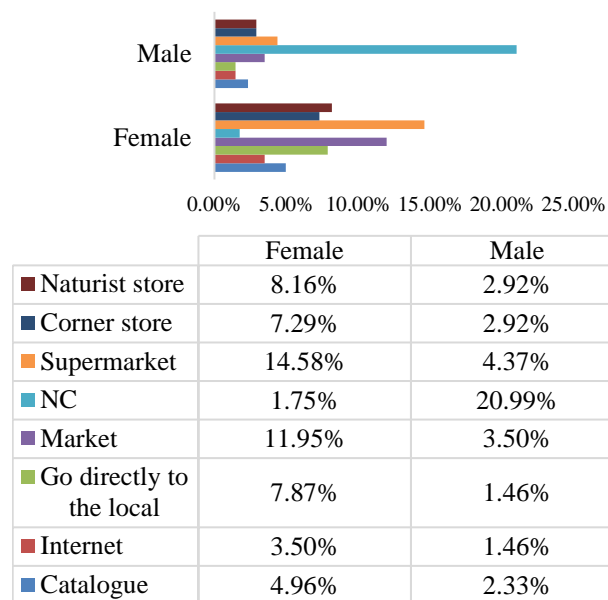
In order to highlight the tastes and preferences of people about the articles that help in wounds, burns and insect bites, ALOEGAN ointment offers high quality products, 100% natural and without preservatives that make it different from the existing ones and so you can be recognized in the market and get the loyalty of consumers.

**Preferred places to buy ALOEGAN product**

The habitual consumer for the products naturistas are people with histories of allergies or intolerance to the components the traditional ointments and subjects that shows preferences for purchases of clean articles, green and that do not harm the planet. That is why ointment ALOEGAN has been thinking about women with children who suffer the most accidents or burns, who seek a healthy lifestyle and who want to take care of their skin in a natural way and who care about buying things that they try to keep environment.

In the opinion of Diaz, Pérez and Hernández (2015), those people who frequently consume organic products and those who are attracted at the time of purchase, take into account the same factors that they consider when purchasing conventional products: price, availability and convenience. Therefore, to develop a broad, inclusive and efficient supply and distribution system for this type of product is essential to expand the organic consumer platform.

**Preferred places to buy ALOEGAN product according to sex**



**Graphic 2** Place of preference for the purchase of the ALOEGAN product according to sex  
 Source of own elaboration; taken from the study *Develop a business plan for the company ALOEGAN*

Taking into account the data obtained in the analysis of the study carried out on the ALOEGAN ointment, illustration 2; 34.5% of people between men and women prefer to buy the product in the supermarket and in the market.

When observing the behavior between the sexes, the results are complemented by Graphic 1, since women have the purchase decision and the places of purchase, representing 58.31%; meanwhile 18.95% are men and the rest did not answer.

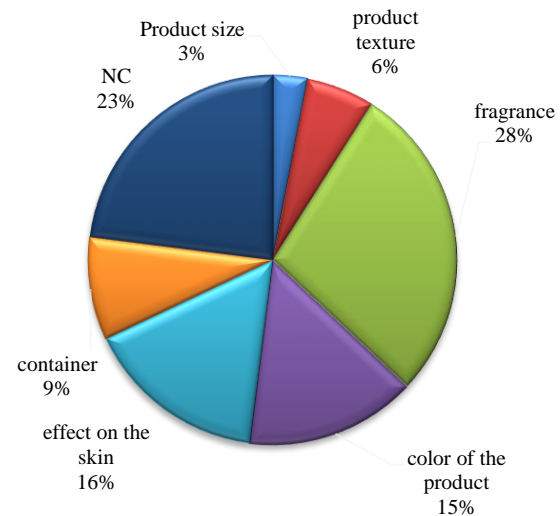
Considering the most important of the results, distribution channels will be implemented; the sale in supermarkets, markets and direct sales, which is where more people flow exists and will make it available for all social status.

Much of the business effort will focus on direct delivery, which will have the mission to publicize the product and demonstrate the benefits it generates in those who use it. In the supermarkets and markets there will be dispensers with the merchandise and periodic demonstrations will be made in order that potential customers know the ingredients and benefits of the article and also ensure the affluence of the public and that the place where this positioned has sufficient ventilation so that the aromas are not annoying and that guarantees the good presentation.

### Aspects taken into account to choose the ALOEGAN ointment

Due to global warming and other environmental trends, every day there is more concern for the care of this, which has led society to consume natural products. In addition, the handcrafted items are better for the skin to not contain aggressive elements, protect and strengthen with the properties of nature, has no side effects and does not cause allergies, it is also friendly to the environment.

As Álvarez y Campos (2013) points out, it is important to analyze consumer characteristics such as: perception of product benefits, level of satisfaction, purchasing habits (place of purchase, type of purchase, etc.) for possible inclusion in the product the construction of a new profile.



**Graphic 3** Aspects taken into account to choose the ALOEGAN ointment; Source of own elaboration; taken from the study Develop a business plan for the company ALOEGAN

When analyzing the results of the study applied in relation to the aspects that people consider important to choose the ALOEGAN ointment, it is mainly the aroma with 28%, followed by the effects it causes on the skin and the color of the product with 16% and 15% respectively.

In order to achieve a greater perception of product benefits and the level of satisfaction; also manage to catch the market that does not like the product and considering that for people the most important factors is the smell, effect on the skin and color will be implemented adding honey jelly, as well as a vegetable dye, this will provide the ointment a more attractive aroma and a color much more pleasing to the eye and will not affect the consistency or its operation, but on the contrary will give an additional texture and effect on the skin of excellent quality.

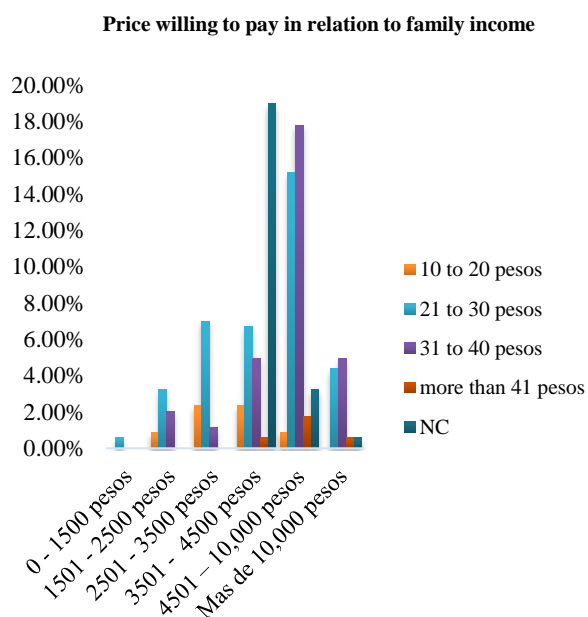
### Price willing to pay for the ALOEGAN ointment

Since at present there are major environmental trends, as well as precarious living conditions; society has adopted healthier lifestyles and therefore to consume more organic products. The ALOEGAN ointment, being composed of natural ingredients and 100% handmade, is better for health because it does not contain aggressive elements, protect and strengthen the properties of nature.

It is aimed at any individual exposed to wounds, burns and insect bites, which makes it an article aimed at children from the elderly; to the useful to all class of clients, it will have an accessible price to the pocket of all the social statuses so that they can have access to it. That is why, its market is very broad; can be sold in any establishment, from supermarkets, to department stores, pharmacies, health food stores, internet and catalogs of natural products.

A global report in 2015 from Nielsen (a global performance management firm that provides a complete understanding of what consumers see and buy) about new product innovation revealed that consumers want new products on the market at affordable prices, healthy, practical and friendly with the environment. (Nielsen, 2015)

According to Grace Farraj, Vice President of Public Development and Sustainability at Nielsen, not only are consumers who live in wealthy areas of the major markets those who are willing to spend more for sustainable products, but also consumers of all types of region, level of income and category, as long as they can ensure that they remain true to their values.



**Graphic 4** Price willing to pay in relation to family income

Source of own elaboration; taken from the study *Develop a business plan for the company ALOEGAN*

Observing the behavior of consumers in the analysis of the market study with respect to the price willing to pay in relation to income per family (Graphic 5) shows that 17.78% of families that are at an income level between 4,501 and 10,000 pesos are willing to pay between 31 and 40 pesos for the ointment; However, when we consider all types of income, 37.06% of families would be willing to pay between 21 and 30 pesos for the product.

Considering the behavior of consumers on the price can be set between 21 and 40 pesos, since only 2.33% would pay more than 41 pesos and 6.4% between 10 and 20 pesos, in order to be an option for all status socio-economic.

Also, since the ALOEGAN ointment is very useful and easy to transport for the consumer, in addition to wanting to reach all types of markets, the product should be considered by customers, more effective than conventional ointments, that is, they must fulfill the same functions as the traditional ones, and additionally, with greater attributes and attractive benefits.

Making the most of the resources available to try to introduce new products with a brand's own seal, with better quality than the competition and that really generate the promised effects, and for this it is essential to have processes and prices that allow to be competitive within the market.

### Marketing for ointment ALOEGAN

The usual consumer for organic products are people with histories of allergies or intolerance to traditional ointments components and subjects that shows preferences for purchases of clean, green items that do not harm the planet. Ointment ALOEGAN is created thinking about women with children who suffer the most accidents or burns, who seek a healthy lifestyle and who want to take care of their skin in a natural way and who care about buying things that try to conserve the environment.



Taking into account that nowadays people are more concerned about the environment and look for ecologically friendly alternatives; the advertising will be channeled to the 100% natural quality, made in an artisanal way and with a high content of the main ingredient that is aloe vera, which makes it an article that the public likes and that can also be a success factor when creating a competitive offer.

As noted by Martínez (2013), promotions at the point of sale are key to publicize the products, so that consumers can see whether or not they satisfy their interests and to attract attention, they have to use techniques that are capable of causing them to stop at a certain point in an establishment to observe a product. It is necessary that companies have presence on the web, through advertising, their own web pages or social networks, which have so much influence in different sectors of society.

With regard to promotions, since these are aimed at strengthening and establishing relationships with customers, the study shows that 27.99% like the way to carry two and pay one, followed by recurring discounts with a 9.04%. Considering the results obtained, a large part of the business effort will be concentrated on direct delivery through Facebook and a web page, with a message in which consumers perceive the company as sustainable, clean and differentiated, which, by using of traditional production processes, always with raw materials from organic farming, produces healthy and natural products.

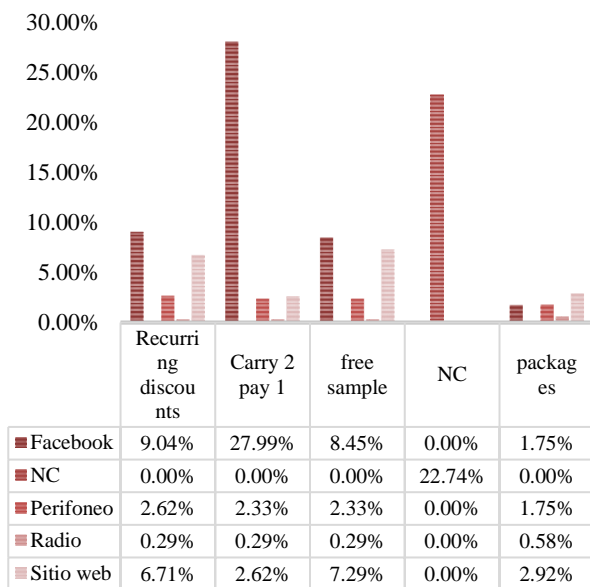
**Types of products most used to relieve wounds, insect bites and burns**

The competitors of the ALOEGAN ointment are traditional products that are present massively in the large distribution channels, thus damaging the sales of artisanal products. However, handcrafted items are better for the health of the skin by not containing aggressive ingredients, protects and strengthens the dermis with the properties of nature, has no side effects and does not cause allergies, besides taking care of the environment.

As direct competition are considered products that, although not made from natural ingredients, are considered strong in the market and are used for the same functions as ointment ALOEGAN. With respect to the indirect competition that are repellents against insects and blockers, you have a fairly high price, in addition to the smell is not pleasant and usually contain persistent and synthetic.

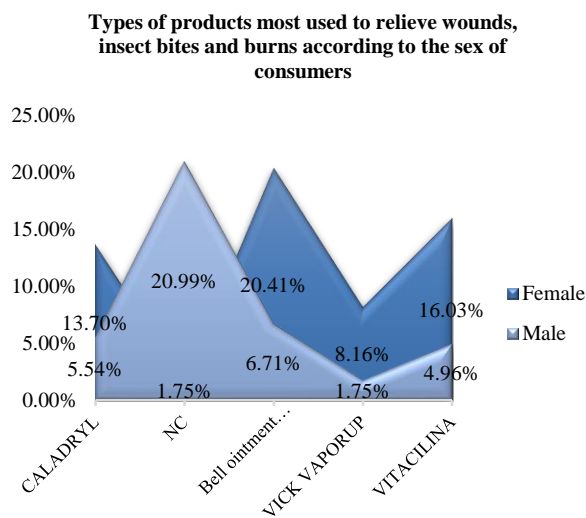
These brands can be found in the main supermarkets and pharmacies in the town through direct sales and have managed to have a differentiating proposal and endure over time. According to Porter (2015), competitors are those that pursue the same target market with the same strategy. The objectives, strengths and weaknesses of a competitor represent a good part of the prediction of the movements and probable reactions of the company, such as price reduction, promotion projects or introduction of new products. Companies must be on alert for the changes that customers want and the way they review their strategy to meet these new wishes.

Marketing For Ointment ALOEGAN



**Graphic 5** Marketing  
Source of own elaboration; taken from the study *Develop a business plan for the company ALOEGAN*

Analyzing the results obtained in the study carried out, on marketing forms for the ALOEGAN ointment, it is shown that 47.23% of people would like to know the benefits and promotions of the product, as well as make purchases through Facebook, since they are active in this social network and thus can show their satisfaction with the brand and the product.



**Graphic 6** Types of products used to alleviate wounds, insect bites and burns according to the sex of the consumers

Source of own elaboration; taken from the study *Develop a business plan for the company ALOEGAN*

Analyzing the results of the applied study, on the competitors of the ALOEGAN ointment, 20.41% of the women consider that the ointment of the bell is the most useful for insect pickets, burns and wounds, followed by Vitacillin with a 16.03%.

In the case of the male sex, it shows that 6.71% use bell ointment, but in itself, the analysis shows that they do not have a marked tendency of preference over a particular article.

Considering the results, ALOEGAN seeks to position itself against its competitors as a product with its own seal that increases the brand and quality, so that it subsequently facilitates the commercialization of the ointment and to be able to face in a favorable way the risk represented by the competitors.

That is why the product must be considered by customers, more effective than conventional ointments, that is, they must comply with the same functions as traditional ones, and additionally, with greater attributes and attractive benefits. In order to achieve greater customer openness and to be competitive within the market, periodic demonstrations will be held so that potential customers know the ingredients and benefits of the item, as well as offering consumers special attention.

The research method used was deductive-exploratory, at the beginning information was sought about aloe crops in the Municipality of Mulegé, Baja California Sur, through SAGARPA, which indicated that there is no record of large crops in the locality, but if in the homes in the region. Subsequently, the health benefits and properties of people in books, websites and specialized magazines on this subject were investigated.

The data used in this investigation comes from a representative sample of consumers in the population of Santa Rosalia, Baja California Sur and to determine it, the official page of the National Population Council (CONAPO) was visited, to which a survey was applied to know the tastes and preferences about the ointment ALOEGAN.

The questionnaire consists of 23 questions in which consumer data, purchasing practices and consumption practices are known, as well as the direct observation method to obtain qualitative and quantitative information about ALOEGAN ointment preferences. performed in Plaza Juarez, in the town of Santa Rosalia, Baja California Sur., on March 23, 2018 in order to know the reaction to the ointment through the analysis of reactions and a 10-question interview; in which it refers to the perception of the label, color and smell of the product, shape and size of the container, name, the benefits it has, purchase intention, feeling when applied and slogan.

Said population studied, is made up of young people and adults of both genders, in an age range of 18 to 70 years in the population of Santa Rosalia, Baja California Sur, which belong to the low, medium, medium high and high economic levels, which according to the CONAPO (2018) together represent 14160 people. The statistical formula was used (Suarez, 2011):

$$n = \frac{N\alpha^2 Z^2}{(N-1)e^2 + \alpha^2 Z^2} \quad (1)$$

Where: n = sample size; N = population size;  $\alpha$  = standard deviation of the population that usually when you do not have its value, a constant value of 0.5 is usually used; Z = value obtained through confidence levels.

## Methodology

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It is a constant value that, if it does not have its value, is taken in relation to the 95% confidence that equals 1.99 or in relation to the 99% confidence that equals 250, a value that remains at the discretion of the researcher;  $e$  = acceptable limit of sampling error that generally when you do not have its value, a value that varies between 0.5% (0.05) and 0.9% (0.09) is usually used, a value that is left to the opinion of the interviewer.

Resulting in a sample population of 343 people to be surveyed in the colonies of Nueva Santa Rosalia, Mesa Mexico, Centro, Nopalera, Sports Unit, Colonia Hidalgo, Ranchería, Costa Azul and Mesa Francia, at random. Likewise, the result for direct observation showed a sample of 90 people of both sexes.

### Proposals

It is necessary to have a series of considerations, in order that these can be evaluated in the future, in order to increase the attractiveness and productivity of the ointment.

Given that there are no large plantations of aloe vera in the locality, it is proposed to have a small crop which can be used to be self-sufficient, since aloe vera does not need great mechanization or strenuous plantings.

Evaluate the possibility of focusing on any market segment, such as people who are allergic to chemical components and consumers who like to take care of the environment; opting for organic marketing as a form of positive and innovative strategy, which could add value and wealth to the business.

Another initiative that can be applied is to carry out a study in other regions in the state of Baja California Sur, in order to measure the demand and determine in which cities it is possible to expand the business and allocate marketing efforts.

Likewise, it is important to take into account the widening of the range of products made from aloe vera, in order to reach more people with different needs, such as stretch marks, skin blemishes, exfoliants and bandages with ointment to be able to relieve the symptoms of wounds, or not only for the healing of wounds but something different such as shampoo, soaps, creams.

For which the aloe vera is also of great benefit and so be able to stay in the market and increase customers.

With regard to the improvements that can be made on the image of the product, a label with a higher quality paper is proposed so that the tones are sharper and more seductive to the consumer's eye, as well as changing the slogan "Think different, think aloe vera for your wounds" (Graphic 7), which will be a way to be remembered more easily by customers.

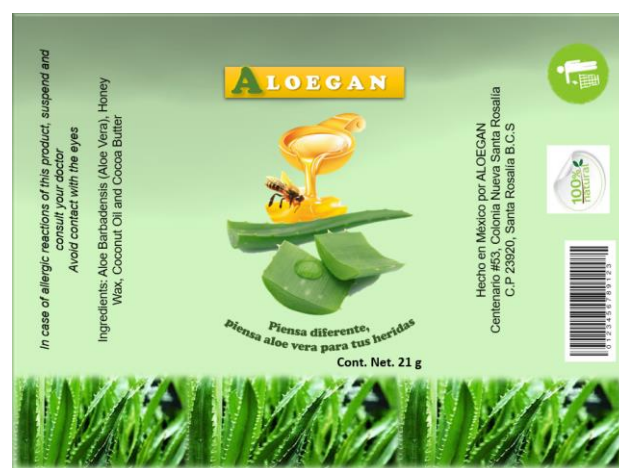


Figure 1 Proposed label

### Recommendations

It is recommended to carry out a business plan in order to know how feasible the business in the locality can be, and thus to know if the idea can be developed and obtain profits; since only the market study was carried out.

Another recommendation is to conduct interviews with local producers to know if they are interested in producing aloe in large fields, emphasizing the benefits that the plant has for other crops and for the land.. It is also important to look for professionals who help improve processes and can give much more added value to the product.

Among the proposals for improvement for the product would be to add royal jelly as it is very useful for healing and review allergies that may manifest in the people who would use it and put a warning on it, also perform microbiological tests so that it stays free of microorganisms.

It is also important to perform the necessary chemical tests to know the fundamental properties of the product and have a guarantee when marketing it.

## Conclusions

The consumer of organic products in the city of Santa Rosalia, Baja California Sur are in the age range between 26 and 35 years, which is the age when people tend to have small children who suffer the most accidents; It stands out that the purchase decision is determined mainly by women.

With regard to the purchase of natural items the results show that the predilection is in supermarkets and markets, which is where people make their weekly purchases and that's where they have more access to them.

There is an interesting potential demand in the population regarding the ALOEGAN ointment, since 77% expressed the desire to consume it due to the benefits it presents, and more importantly, 96% of the people who were shown the product they are convinced to acquire it. Regarding the attributes that are considered important at the time of choosing the ointment people are inclined by the aroma and the effect it causes on the skin, since when buying it and not knowing the product in its entirety they are guided by these aspects.

The price is a very important variable that decides the purchase, so it is necessary to set the price taking into account the products of the competition, since the study shows that 27% of consumers use ointment of the campaign that has a cost of 28 pesos; besides the price range that people are willing to pay that is fixed in the range between 21 and 40 pesos; this in order to be an option for all socioeconomic status and be complementary within the market.

On the other hand, the means of being informed about promotions, benefits, prices and usefulness of the ALOEGAN ointment is Facebook since most are active in this social network and thus can show their satisfaction with the brand and the product. With regard to promotions, since these are aimed at strengthening and establishing relationships with customers, 28% like the way to carry two and pay one. Direct sales will be concentrated through Facebook and a website with a message in which consumers perceive the company as sustainable, clean and differentiated, which, by using traditional production processes, always with raw materials from agriculture ecological, produces healthy and natural products.

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