



A Study on Consumer Perception Towards the Neem Products with Special Reference to Sivakasi Taluk

R. Murugan^{a*}

^aProfessor & Head, Post Graduate Department of Commerce, Sri Kaliswari College, Sivakasi – 626 130
Email Address: murugan_captain@yahoo.co.in

Abstract

Consumers are not having the awareness about the neem products its utility and unique features. Hence, they do not purchase neem product. As a result there is, lesser market scope for the marketers of neem products. This makes a cause for poor production. Also, the needs of consumers towards the usage of the products are many. They need neem as multi- purpose products. But, neem products do not give the benefits as desired by consumers. Regarding the production of neem products the producers are facing the problem of procuring finance, followed by marketing quality management, purchase of raw materials and labour.

Sivakasi is the area in which the researcher deals with the perception of the customers towards the neem products, namely, neem oil, soap, medicines. In order to analyze the attitude of the customers of neem products and potential customers 100 respondents were administered with a well structured schedule.

Key words: multi- purpose products, quality management, credit management, medicinal properties.

PAPER/ARTICLE INFO

RECEIVED ON: 25/02/2012
ACCEPTED ON: 15/05/2013

Reference to this paper should be made as follows:
R. Murugan "A Study on Consumer Perception Towards the Neem Products with Special Reference to Sivakasi Taluk " Int. J. of Trade and Commerce-IIARTC, Vol. 2, No. 1, pp 110-124

1. INTRODUCTION

“INDRA” the king of Gods, was returning to his kingdom with the pot of “Amirtham” (the divine nectar) which he had recovered from the devils after a hard-fought battle. May be, he was tired may be careless or may be, he did it purposely for a few drops of the pot’s contents split over a neem tree. From that day onwards the neem tree had virtuous qualities for curing diseases. Of course, this is mythology. However, neem is a wonderful tree for millions of Indians who use its parts for various uses in: health care, medicines and agriculture. And this is no myth.

Neem tree is native to India and Myanmar. Neem history dates back to Harappa Mohen-Jodaro civilizations in India where the medicinal properties and its use in household things began. India was number one in importing the medicine. When Julius Caesar established the Roman Empire, a public complaint was issued by Pliny the Elder against the volume of export and drainage of Roman gold to India owing to this. So when the early explorers came to India for trade, they complied all the Indian medicines and brought back to their countries. Neem leaves make very good fodder containing 12-18% crude protein and hence is preferred by goats and sheep. Neem gives wood, medicines, lubricants, gums, fertilizers, and pesticides. The neem oil is effective in treatment of leprosy, stomach, ulcer, worm, infection, rheumatism, and skin diseases face creams, hair lotion, medicated soaps, tooth paste, disinfectants and contraceptives etc.. Neem leaves mixed grains to repel insects and pests, leaves placed in books and woolen materials are repel sermin. The compound extracted from neem bark and seed is equivalent to quinine in its anti malarial activity. The paper analyzed that the consumers perception towards the neem products in Sivakasi taluk.

2. STATEMENT OF THE PROBLEM

Consumers are not having the awareness about the neem products its utility and unique features. Hence, they do not purchase more. As a result, there is lesser market scope for the marketers of neem products. This makes a cause for poor production. Also the needs of consumers towards the usage of the products are many. They need neem as multi- purpose products. But neem products do not give the benefits like this. Regarding the production of neem products, the producers are facing the problem of procuring finance, followed by marketing quality management, purchase of raw materials and labour. Finance is the life blood of any business organization.

The banker does not know the significance of neem product producing industry. Also, the problem of credit management is due to shortage of finance. So, most of the consumers and potential consumers are not having the awareness about neem products, since their consumption is lower. The products are also not up to the expectation of the customers; the marketing of the products faces several problems. The neem seeds may not be available throughout the year. There is also a chance of diminishing the quality of neem oil due to lower quality neem needs. Hence, there is a problem in quality management and procurement of raw materials.

In the case of manufacturing of soap the irritating smell of neem oil and other chemicals during production and irritating effect of fire, the laborers hesitate to work in the factory. The absence of job security, offering of lower wages for the work and lack of offering monetary motivation to the workers also cause them not to work with the sense of dedication and devotion. This makes the

technical's labourers absent themselves. Hence, the labour problem occurs in the manufacturing of soap units

3. SCOPE OF THE STUDY

The products from neem are many viz., neem oil, husk, soap, insecticides, fungicides, medicines, wooden furniture, tooth paste and tooth powder etc., The present study has been made to analyse the customer perception towards the neem oil, soap and medicines (for human being in Sivakasi taluk.

3.1 OBJECTIVES OF THE STUDY

The study has been undertaken with the following objectives.

1. To know the historical background of the neem products
2. To identify the problems and to solve them.
3. To know the growth and prospective of Neem Products in Sivakasi Taluk
4. To analyse the opinion of the customers towards neem products.
5. To offer suitable suggestions based upon the findings of the present study.

3.2 HYPOTHESES

The analysis of the study has been preceded with the following set of hypotheses.

1. Educational status of the customers influences the level of awareness about neem products.
2. An association prevails between the purpose of consuming neem oil and types of customers.
3. Relationship exists between the place of purchase and the type of customers.

3.3 METHODOLOGY

The study is descriptive and analytical in nature. Primary data have been collected and the research problem and interview schedule have been formulated and administered suitably.

3.4 SAMPLING DESIGN

There is no record anywhere to know the population who use neem products as customers. However the researcher visited all the places in Sivakasi taluk and identified various customers who use neem products for interviewing them. Since the population of customers and potential customers are infinite, purposive sampling technique has been made by contacting 100 respondents to represent the population.

4. LIMITATIONS OF THE STUDY

The study is subjected to the following limitations:

1. It gives incorrect recording and also be the respondents faulty perception, faculty memory inability to articulate etc.,
2. The study was only for limited sample and not for the whole population.
3. The size of the sample preferred for contacting the customers is low due to the time and cost. However, an earnest attempt has been the sample as a representative of all the places.

4. The next limitation of the study relates to qualitative nature of the responses which are measurable by scoring or ranking or assigning weights, this measurements is limited to the analysis of the data.
5. Since, the sizeable number of respondents is not maintaining accounts systematically the turnover details collected may have unavoidable, inherent errors like lack of consistency among various sample and uniformity of data. However, the researcher took utmost care to obtain data from the respondents correctly.

6. ANALYSIS AND INTERPRETATION

Sivakasi is the area in which the researcher deals with the perception of the customers towards the neem products, namely, neem oil, soap, medicines. In order to analyze the attitude of the customers of neem products and potential customers 100 respondents were administered with a well structured schedule.

6.1. AGE WISE CLASSIFICATION

In order to study the age group of the respondents in the study area, the following table shows the group of consumers.

TABLE 1: Age-wise Analysis

S.NO	AGE	RESPONDENTS	PERCENTAGE
1	Less than10	13	13.0
2	11 to 20	16	16.0
3	20 to 30	21	21.0
4	30 to 40	15	15.0
5	40 to 50	18	18.0
6	50 to 60	7	7.0
7	Above 60	10	10.0
Total		100	100

Source: Primary Data

It is well known fact from the above table that out of 100 respondents, 13 respondents (13 per cent) are in the age group of less than10 years, 16 respondents (16 per cent) are in the age group of 11 to 20 years, 21 respondents (21 per cent) are in the age group of 20 to 30 years, 15 respondents (15 per cent) are in the age group of 30 to 40 years, 18 respondents (18 per cent) are in the age group of 40 to 50 years. 7 respondents (7 per cent) are in the age group of 50 to 60 years and 10 respondents (10per cent) are in the age group of above 60 years.

Inference:

So, it can be clearly inferred that nearly (21 per cent) of the respondents belong to the age group of 30 to 40 years.

6.2. QUALIFICATIONS OF THE RESPONDENTS:

For the purpose of customer evaluation the researcher has studied the educational level of respondents and it is given in table 2.

TABLE 2: Qualifications of the Respondents

S.NO	QUALIFICATIONS	RESPONDENTS	PER CENTAGE
1	Illiterate	13	13.0
2	Primary school level	29	29.0
3	Higher secondary level	18	18.0
4	Under graduate	10	10.0
5	Post graduate	19	19.0
6	Professional	7	7.0
7	Others specify	4	4.0
Total		100	100.0

Source: Primary Data

It is inferred that out of 100 respondents, 29 percent of the respondents are primary school level, 18 per cent of the respondents are higher school level, 10 per cent of the respondents are at under graduate, 9 per cent of the respondents are at post graduate and 7 per cent of the respondents are at professional and the remaining 13 per cent are illiterate. Majority of the respondents are with primary school level literacy.

6.3. MARITAL STATUS OF THE RESPONDENTS:

The respondents of the study were analyzed in regard to their marital status and the result has been quantified in the following table.

TABLE 3: Martial Status of the Respondents

S.NO	MARTIAL	RESPONDENTS	PER CENTAGE
1	Unmarried	34	34.0
2	Married	49	49.0
3	Divorced	6	6.0
4	Separated	6	6.0
5	Widowed	5	5.0
Total		100	100.0

Source: Primary Data

Table 3 explains that out of 100 respondents, 34 (34 per cent) respondents are unmarried; 49 respondents (49 per cent) are married; 6 respondents (6 per cent) are divorced; 6 respondents (6 per cent) are separated and the remaining 5 (5 per cent) respondents are widowed. It is a lucid study that majority of the respondents are married.

6.4. CROSS TABULATION BETWEEN THE OPINION OF BEING AN INCOME EARNER AND AWARENESS ABOUT THE NEEM PRODUCTS

TABLE 4: Cross Tabulation between the Opinion of Being an Income Earner and Awareness about the Neem Products

S.NO	PARTICULARS	AWARE ABOUT THE NEEM PRODUCT		TOTAL
1	Yes	51	12	63
2	No	27	10	37
Total		78	22	100

Source: primary data

Among the 78 respondents who are aware of the neem products 51 are income earners and the rest of the 27 respondent's non income earners. Among the 78 respondents of them are not aware of the neem products, 12 were income earners and the rest of the 10 respondent's non income earners.

Chi-Square Test

	VALUE	DF	SIG.
Pearson Chi-Square	.865	1	.352
Continuity Correction(a)	.462	1	.497
Likelihood Ratio	.850	1	.357
Fisher's Exact Test			
Linear-by-Linear Association	.856	1	.355
N of Valid Cases	100		

Hypothesis: H_0 – There is no association between the opinion of being an earning member and awareness about the neem product at 5%.

The significance of Chi-Square is more than 0.05, the null hypothesis is accepted and it is concluded that there is no association between the opinion of being an earning member and awareness about the neem product at 5%.

6.5. AWARE ABOUT THE NEEM PRODUCT

After becoming aware of the products, the customers will take the purchase decision in the following table.

TABLE 5: Aware About the Neem Products

S.NO	PARTICULARS	RESPONDENTS	PER CENTAGE
1	Yes	78	78.0
2	No	22	22.0
Total		100	100.0

Source: Primary Data

Table 5 explains that out of 100 respondents 78 (78 per cent) respondents are aware the neem products and 22 (22 percent) respondents are not aware the neem products.

6.6. Consumption of Neem Products:

An attempt has been made to know how many customers aware of neem products is explained in the following table.

TABLE 6: Consumption of Neem Products

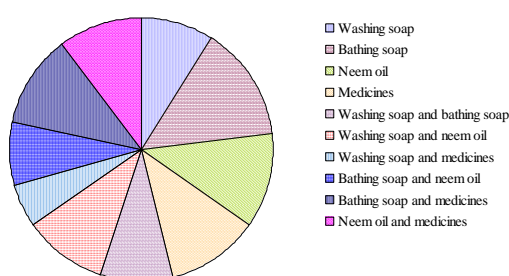
S.NO	CONSUMPTION	RESPONDENTS	PER CENTAGE
1	Washing soap	7	08.97
2	Bathing soap	11	14.10
3	Neem oil	9	11.54
4	Medicines	9	11.59
5	Washing soap and bathing soap	7	08.97
6	Washing soap and neem oil	8	10.26

7	Washing soap and medicines	4	05.13
8	Bathing soap and neem oil	6	07.69
9	Bathing soap and medicines	9	11.59
10	Neem oil and medicines	8	10.26
Total		78	100.0

Source: Primary Data

It is clear from the above table 6 that the majority of the consumers have aware of the neem products. The above information are displayed in figure.1

FIGURE 1
CONSUMPTION OF NEEM PRODUCTS



6.7. The Products Buy Which Personally Use

The product used among respondents, the following table exhibits the neem products which are personally used by the respondents:

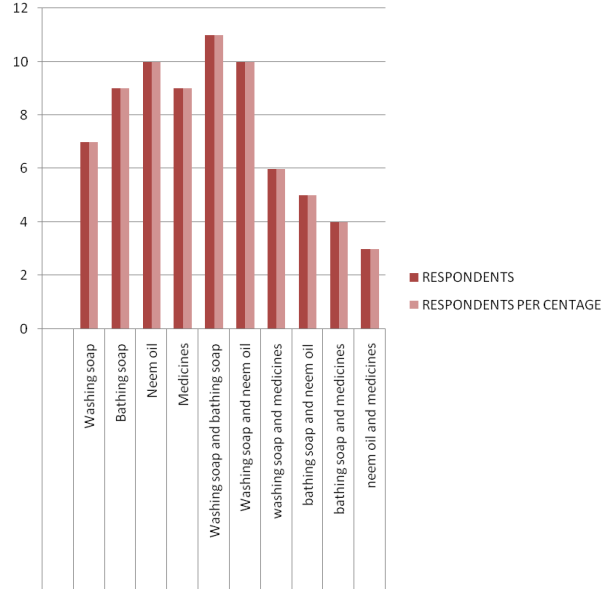
TABLE 7: The Products Which Personally Used by Respondents

S.NO	PARTICULARS	RESPONDENTS	PER CENTAGE
1	Washing soap	7	9.46
2	Bathing soap	9	12.17
3	Neem oil	10	7.80
4	Medicines	9	12.17
5	Washing soap and bathing soap	11	14.87
6	Washing soap and neem oil	10	7.80
7	Washing soap and medicines	6	8.17
8	Bathing soap and neem oil	5	6.76
9	Bathing soap and medicines	4	5.41
10	Neem oil and medicines	3	4.05
Total		74	100.0

Source: Primary Data

It is noted from the above table that the majority of the respondents are buying the neem products for their personal use. The above information is displayed in figure 2.

FIGURE 2: THE PRODUCTS WHICH PERSONALLY USED RESPONDENTS



6.8. MEDIUM FOR CREATING AWARENESS:

Advertisement makes people to have awareness, interest, desire and intention to purchase the products. A further attempt has been made to know which medium is followed by customers for conveying messages. The following table presents the response of customers about the effective medium.

TABLE 8: Medium for Disseminating Awareness

S.NO	MEDIUM	RESPONDENTS	PERCENTAGE
1	Television	34	34.0
2	Film Advertisement	18	18.0
3	Point of Purchase Advertisement	7	7.0
4	Display of the shop	10	10.0
5	Printed advertisement on the wall	8	8.0
6	Radio	11	11.0
7	Press	6	6.0
8	Wall poster	6	6.0
Total		100	100.0

Source: Primary Data

It is clear from the above table 8 that most of the respondents (34 per cent) are using Television, Film advertisement (18 per cent), Point of purchase advertisement (7 per cent), Display of the shop (10 per cent), Printed advertisement on the wall (8 per cent), Radio (11 per cent), Press (6 per cent) and Wall poster (6 per cent).



6.9. ANOVA BETWEEN AGE OF THE RESPONDENTS AND FACTORS PROMPT TO BUYING NEEM PRODUCTS FROM THE PARTICULAR SHOP

TABLE 9: Factors Prompt to Buy Neem Products From a Particular Shop

Factors prompt	Source of variation	Sum of squares	Df	Mean square	F	Sig.
Proximity	Between Groups	18.603	6	3.100	1.177	.325#
	Within Groups	244.957	93	2.634		
	Total	263.560	99			
Credit facilities	Between Groups	4.127	6	.688	.229	.966#
	Within Groups	279.873	93	3.009		
	Total	284.000	99			
Reliability	Between Groups	6.402	6	1.067	.328	.920#
	Within Groups	302.158	93	3.249		
	Total	308.560	99			
Reasonable price	Between Groups	4.693	6	.782	.240	.962#
	Within Groups	303.547	93	3.264		
	Total	308.240	99			
Better treatment	Between Groups	23.343	6	3.890	1.438	.209#
	Within Groups	251.647	93	2.706		
	Total	274.990	99			
Self services	Between Groups	8.430	6	1.405	.545	.772#
	Within Groups	239.570	93	2.576		
	Total	248.000	99			

H_0 accepted at 5%

Hypothesis: H_0 - The factors that prompt to buy neem products from a particular shop do not vary with the age of the respondents at 5%.

The significance of 'F' is more than 0.05 for the factors Proximity, Credit facilities, Reliability, Reasonable price, better treatment, and self services. So, the null hypothesis is accepted and it is concluded that for the factors such as Proximity, Credit facilities, Reliability, Reasonable price, better treatment, and self services do not vary with the education of the respondents at 5%.

6.10. SOURCES OF NEEM PRODUCTS

The respondents of the study were from method of purchase namely, sarvodya shop, siddha store and others are presented in table 10

TABLE 10: Sources of Neem Products

S.NO	PURCHASE	RESPONDENTS	PER CENTAGE
1	Sarvodya Shop	63	63.0
2	Siddha store	35	35.0
3	Both	2	2.0
Total		100	100.0

Source: Primary Data



It is inferred from the above table shows that out of 100 respondents, 63 respondents (63 per cent) are purchasing sarvodya shop, 35 respondents (35 per cent) are purchasing siddha store and 2 respondents (2 per cent) are purchasing both. The majority of the consumers are purchasing neem products in the sarvodaya shop.

6.11. USE OF BATHING MATERIAL

The respondents of the study were from use of neem products namely, soap, shampoo, shikakai etc., The following table reveals the opinion of the consumers are using the neem products as bathing material.

TABLE 11: Use of Bathing Material

S.NO	USE	RESPONDENTS	PERCENTAGE
1	Soap	42	42.0
2	Shampoo	26	26.0
3	Shikakai	29	29.0
4	Others	3	3.0
Total		100	100.0

Source: Primary Data

Table 11 explains that the neem products specially bathing materials are used in the study area. The above information are displayed in figure.3

FIGURE 3

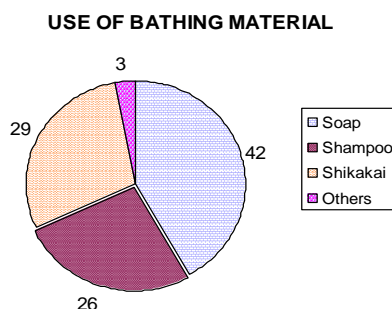


TABLE 12: Factor Analysis

Factor analysis		Not at all influenced	Not much	Influenced	Fairly influenced	Highly influenced
Guidelines of doctors	Count	24	28	15	14	19
	%	24.0%	28.0%	15.0%	14.0%	19.0%
Convenient purchases	Count	18	29	14	17	22
	%	18.0%	29.0%	14.0%	17.0%	22.0%
Previous experience on curative effects	Count	20	26	17	15	22
	%	20.0%	26.0%	17.0%	15.0%	22.0%
Economy	Count	17	29	15	15	24
	%	17.0%	29.0%	15.0%	15.0%	24.0%
Instant effect	Count	18	32	13	12	25

	%	18.0%	32.0%	13.0%	12.0%	25.0%
Botherisatainn about side effect	Count	17	34	12	12	25
	%	17.0%	34.0%	12.0%	12.0%	25.0%
Expiry date of the medicine	Count	16	30	16	11	27
	%	16.0%	30.0%	16.0%	11.0%	27.0%
Chemical content of the medicine	Count	23	28	12	15	22
	%	23.0%	28.0%	12.0%	15.0%	22.0%
Quality of the medicine	Count	18	30	14	15	23
	%	18.0%	30.0%	14.0%	15.0%	23.0%
Price of the medicine	Count	14	37	17	12	20
	%	14.0%	37.0%	17.0%	12.0%	20.0%
Popular of the medicine	Count	13	35	16	10	26
	%	13.0%	35.0%	16.0%	10.0%	26.0%
Past experience of the company	Count	15	32	18	12	23
	%	15.0%	32.0%	18.0%	12.0%	23.0%
Information from the consumed persons	Count	21	32	16	12	19
	%	21.0%	32.0%	16.0%	12.0%	19.0%
Consistence provide by the company	Count	18	34	17	10	21
	%	18.0%	34.0%	17.0%	10.0%	21.0%

TABLE 13: Descriptive Statistics

PARTICULARS	MEAN	STD. DEVIATION	ANALYSIS N
Guidelines of doctors	2.7600	1.45032	100
Convenient purchases	2.9600	1.44194	100
Previous experience on curative effects	2.9300	1.45126	100
Economy	3.0000	1.44949	100
Instant effect	2.9400	1.47587	100
Botherisataion about side effect	2.9400	1.46901	100
Expiry date of the medicine	3.0300	1.46649	100
Chemical content of the medicine	2.8500	1.49325	100
Quality of the medicine	2.9500	1.45210	100
Price of the medicine	2.8700	1.36074	100
Popular of the medicine	3.0100	1.42485	100
Past experience of the company	2.9600	1.40648	100
Information from the consumed persons	2.7600	1.41507	100
Consistence provide by the company	2.8200	1.40978	100

Factor analysis of variables considered before buying medicines

The opinions about the 14 variables considered before buying medicines were subjected to factor analysis to ascertain the important ones. As a first step Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity were conducted and the results are show in the table below.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.802
Bartlett's Test of Sphericity	Approx. Chi-Square	115.271
	df	91
	Sig.	.044

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) is .802. This means the sample size is adequate. Bartlett test of Sphericity is a statistical test for the presence of correlations among the variables and it clearly shows that the test static chi-square is significant as it is less than 0.05.

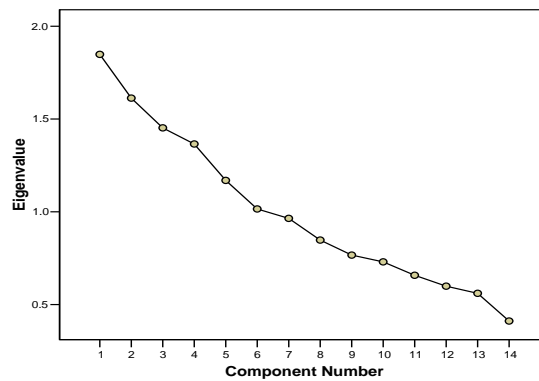
TABLE 14: Total Variance Explained

COMPONENT	ROTATION SUMS OF SQUARED LOADINGS		
	TOTAL	% OF VARIANCE	CUMULATIVE %
1	1.631	21.653	21.653
2	1.600	21.432	43.085
3	1.410	10.074	53.158
4	1.386	9.902	63.060
5	1.234	8.817	71.878
6	1.200	8.571	80.449

The factors Extracted by Principal Component Analysis Method are able to explain 80.449% of variance.

CHART 1

Scree Plot



The below framed table shows that 6 factor components were extracted as the points have Eigen values more than 1.

TABLE 15: Rotated Component Matrix

	COMPONENT					
	FACTOR 1	FACTOR 2	FACTOR 3	FACTOR 4	FACTOR 5	FACTOR 6
Economy	.771	.077	-.094	.045	.103	-.113

Information from the consumed persons	-.565	.266	.064	.122	.306	.094
Chemical content of the medicine	.480	-.133	.205	-.086	.045	.445
Quality of the medicine	.226	.691	-.052	.086	.075	-.121
Expiry date of the medicine	.281	.682	-.049	.147	.092	.009
Price of the medicine	-.176	.583	.001	-.274	.149	-.333
Botherisataion about side effect	.114	.000	.807	-.055	.117	.119
Convenient purchases	.212	-.025	-.797	-.019	.048	.200
Previous experience on curative effects	-.033	.158	.136	.696	-.204	-.251
Guidelines of doctors	-.101	-.132	-.035	.636	.225	-.385
Past experience of the company	-.051	.351	.155	.589	-.287	.065
Popular of the medicine	-.256	-.201	-.091	-.102	-.708	.105
Consistence provide by the company	-.374	-.126	.008	.055	.633	.104
Instant effect	-.221	.051	-.110	.080	.009	.750

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. A Rotation converged in 3 iterations.

TABLE 15.1: Variables Loaded on Factor One- Economy

Variables loaded	Factor loading
Economy	.771
Information from the consumers	-.565
Chemical content of the medicine	.480

Factor one is loaded by 3 variables. The factor is named as Economy.

TABLE 15.2: Variables Loaded on Factor Two- Quality

Variables loaded	Factor loading
Quality of the medicine	.691
Expiry date of the medicine	.682
Price of the medicine	.583

Factor two is loaded by 3 variables. The factor is named as quality and expiry date.

TABLE 15.3: Variables Loaded on Factor Three- Side Effect

Variables loaded	Factor loading
Botherisataion about side effect	.807
Convenient purchases	.797

Factor three is loaded by 2 variables. The factor is named as bothering about side effect.

TABLE 15.4: Variables Loaded on Factor Four- Curative Effects

Variables loaded	Factor loading
Previous experience on curative effects	.696
Guidelines of doctors	.636
Past experience of the company	.589

Factor four is loaded by 3 variables. The factor is named as experience on curative effects and Guidelines of doctors.

TABLE 15.5: Variables Loaded on Factor Five-Popular

Variables loaded	Factor loading
Popularity of the medicine	.708
Consistency of the product	.633

Factor five is loaded by 2 variables. The factor is named as Popularity of the medicine.

TABLE 15.6: Variables Loaded on Factor Six- Instant Effect.

Variables loaded	Factor loading
Instant effect	.750

Factor six is loaded by 1 variable. The factor is named as Instant effect.

Satisfaction of Neem Products

The respondents of the study were from satisfaction in the given table below.

TABLE 16: Satisfaction of Respondents

S.NO	SATISFACTION	RESPONDENTS	PER CENTAGE
1	Yes	97	97.0
2	No	3	3.0
Total		100	100.0

Source: Primary Data

It is well known from the above table that out of 100 respondents, 97 (97 per cent) respondents are satisfied with the use of neem products and 3 (3 per cent) of the respondents are not satisfied in using the neem products.

7. SUGGESTIONS

After having detailed analyses, the researcher decided to offer the following suggestions.

Plantation of neem trees

It is suggested that more number of neem trees should be grown on the roadsides by the road maintenance department and social organizations. Farmers may also be educated to plant neem trees in their uncultivated land. "Grow more Trees" campaign may be intensified to increase the neem tree population. In order to make neem medicines more popular they may be produced just like chocolates further innovation in neem medicines should be a continuous process.

It is suggested that the soap manufactures may produce neem soaps with the following modifications.

1. Regarding the color of the washing soap, blue color is most preferable than yellow colour.
2. As far as the odour of the washing soap is concerned, lemon is preferable. The bathing soap may have jasmine smell, rose smell and sandal smell.
3. The existing large size washing bar soap may be produced in handy size so that it can be conveniently used by the users.
4. In the case of shape, the washing soap should be rectangular shape and the bathing soap may

be oval, round, square and rectangular shape.

5. It is necessary to the manufactures producing the detergents foam in hard water also in order to cater to the needs of the people living in hard water area.
6. The soaps may also be supplied to the customers in an attractive package.
7. The soap manufactures must produce more varieties to cover different market segments.
8. Since there is more demand for neem oil produced by sarvodaya sangh, necessary steps may be undertaken to increase the production.
9. It is essential to establish neem based pesticide units and herbal shampoo units in Sivakasi taluk. There by the potentials of neem trees in the taluk can be fully exploited.
10. The Government should take initiate steps to remove the tax burden to the manufactures for the benefits of the customers.
11. The manufacturers should give more advertisement in TV and News papers for the purpose of increasing the sales.
12. The doctors should give advice to the public for the use of neem Products for their health.

8. CONCLUSION

Neem is like a 'Kalpagatharu' a gift of god. In fact, this is a wonderful tree and its products bring miracles in every phase of our life. In order to tap up the markets potentials, the required messages on the use of neem products are to be disseminated through mass media like television in an attractive manner. At the dawn of the twenty first century the attitude and needs of people may vary to a large extent. To satisfy the needs of the customers, manufacturing a variety of standardized products are very important in our life. Apart from the traditional neem products, the modern neem products like nail polish, hair oil and herbal shampoo are to be manufactured as per the standard set by the ISI. Being a medicinal tree, innovation, modification and diversification of medicines to cure dreadful diseases like cancer and AIDS must be encouraged. Hence, we have to co-ordinate efforts of producers and government by creating awareness among the customers, offering of more need based varieties of products and attention by the government are the needs of this hour to prove it to be remarkable and renewable.

REFERENCES:

MAGAZINES

- [1] Manoj Kumar M.Raddy and Gururaj G.Kulkarni. (1994). Neem in Birth control. Kisan world, pp.44.
- [2] C.Basavaraj. (1996). Usefulness of neem tree. Kisan World,pp.51.
- [3] J.S.Bhathal and Kiran Grover. (1996). Neem : A wonderful Tree. Kisan World, pp.37-38.
- [4] Soap perfumery cosmetics magazine published in U.K. October 96.