



**A Case- study on Customer's Satisfaction
with the Therapeutic Benefits of**

AMRITH NONI

with reference to Bangalore, Karnataka

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INTRODUCTION

The consumption of NONI in Bangalore has seen a dramatic change during the past one decade. As IT/BT/BPO jobs showed its original face in full swing in Bangalore, making its market highly competitive and customer driven. A lot of customers face a problem today due to the availability of substitutes for Amrit NONI in the market. Hence, the manufacturers will have to do more homework when it comes to selling of Amrit NONI as the sales of NONI as such is remarkably increasing. When it comes to the purchase decision of NONI for the family, it depends on various other product differentiation attributes such as prices, fame, goodwill of the company, design, appearance, after sales service, easy availability, financial incentives etc..

The effects of NONI, its curative components, and hygiene methods used to manufacture the product, GMP certification, acquisition and processing of the juice using the best of standards are all acting as positive tools to acquire the market and expand its target customers. It is quite clear to understand that the generation of information plays a very crucial role in the formulation of market strategies and it provides a link between the customers and the organization. It is mainly because of the fact that contemporary NONI is a complex buyer's market.

Therefore, the present study aims at ascertaining the customer's preference over various other medications they use. The study is both objective and descriptive. It has been examined on 50 customers who have various ailments and a feedback taken after 3 months of their NONI consumption.

RESEARCH OBJECTIVES

1. To ascertain respondent's preference to consume AMRITH NONI over other medicines prescribed by allopathic doctors
2. To measure the respondent's degree of satisfaction using AMRITH NONI on various parameters like pricing, quality, packaging of the product

LITERATURE REVIEW

1. **BLOOD PRESSURE:** High blood pressure, or hypertension, affects about 1 in 3 U.S. adults ,an estimated 68 million according to the Centers for Disease Control and Prevention. Also referred to as the 'Silent Killer' because of its lack of symptoms, high

blood pressure can lead to heart attack and stroke, so it's crucial to keep your blood pressure in check.

Actually, articles on the use of NONI for healthy blood pressure date back more than 50 years with one of the first articles appearing in *PresseMed.*, a French medical journal. Dang Van Hoof Vietnam demonstrated that a total extract of the NONI roots has a hypotensive effect. Meantime, Dr. N.K. Moorthy and coworkers found that an ethanol extract of the NONI root lowered the blood pressure in an anesthetized dog. Dr. J. Youngken's research team determined that using a hot water extract of NONI roots also lowered blood pressure.

NONI FRUIT JUICE: A Hawaiian physician reported that NONI fruit juice had a diuretic effect, also a key to maintaining healthy blood pressure (by lowering sodium levels in the body)

2. PULMONARY HEART DISEASES: NONI helps other areas of heart health, according to the August 2010 issue of *Lipids in Health and Disease*. NONI was especially helpful when cholesterol levels were high and out of balance and caused reduction in total cholesterol and triglyceride levels. In fact, in high-fat, dietary induced dyslipidemia, NONI “caused significant reduction in total cholesterol, triglyceride, low density lipoprotein-cholesterol (LDL-C), atherogenic index and TC/HDL ratio.”

3. NUTRITIONAL SUPPLEMENT: In the January 2010 issue of *BMC Complementary and Alternative Medicine* the possible modes of action for its antispasmodic, vasodilator and cardiac-suppressant effects were studied “to rationalize its medicinal use in gut and cardiovascular disorders”. These results suggest that the spasmolytic and vasodilator effects of NONI are mediated possibly through blockade of voltage-dependent calcium channels and release of intracellular calcium, which may explain the medicinal use of *Morinda citrifolia* in diarrhea and hypertension.

4. ANTIANGIOGENESIS: This comes from combining two Greek words “angio” meaning blood vessel and “genesis” meaning beginning. Antiangiogenesis is the creation of tiny new blood vessels. Normally Antiangiogenesis is a healthy process. New blood vessels develop for instance, to help your body heal cuts and other wounds. But, during cancer, the same process creates new, very small blood vessels that provide a tumor with its own blood supply

SCOPE AND LIMITATION OF THE STUDY

Since the study was conducted in Bangalore only, the canvas is narrow and the scope of analysis is limited.

RESEARCH METHODOLOGY

- Research Design : A cross sectional descriptive survey research was carried out
- Data collection through Questionnaire : For the research purpose, primary data was collected personally and individually from the respondents consisting a sample of 50 customers of AMRITH NONI in Bangalore
- Selection of Sample: The sample consisted of 50 customers, i.e. sample size 50. the elements of the sample, ie. the respondents were selected through the random sampling plan
- Tools and Technique: The data collected was analyzed using qualitative and quantitative techniques. Quantitative market surveys are conducted using mobile, online, and in-person qualitative forums, groups, feedback sessions after Yoga classes.

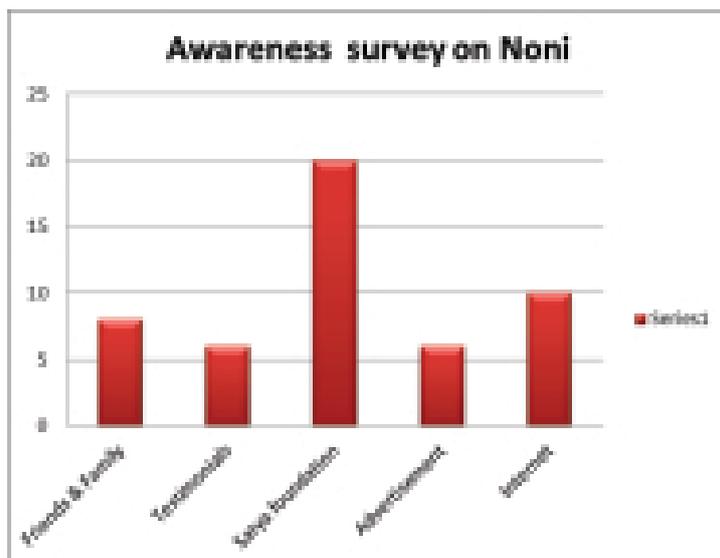
DATA ANALYSIS AND INTERPRETATION

In order to note the customers' opinion and preferences, the selected customers of Bangalore city were asked the following questions relating to the preference of AMRITH NONI over other oral medications

BIBLIOGRAPHY

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 - <http://www.costaricannoni.com/Noni/Benefits/Proxeronine-Xeronine-and-Dr-Ralph-Heinicke>
 - <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0CCMQFjAB&url=http%3A%2F%2Fwww.8k.com%2F&ei=cNMkVe36Mc2eugSMoIHABQ&usg=AFQjCNHayhS2EwZOdEjG9dLhfNF71FFudg>
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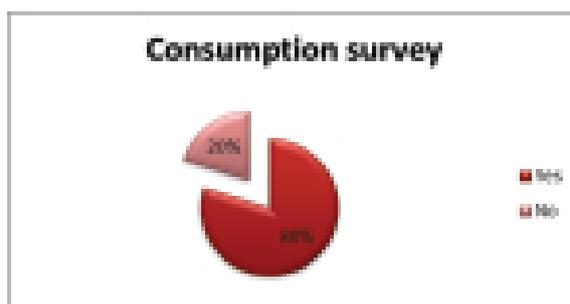
1. How did you get to know about AMRITH NONI



Out of 50 respondents, more than 60% of the awareness about NONI is spread through Satya foundation. We also see that friends and family are gaining the next major share which is a clear indication that those who are using the product are more than satisfied to spread a positive word of mouth. When we see that advertisements have been the minimalistic, we can clearly understand that what has value is automatically well known without any ulterior motive of a capitalist setup.

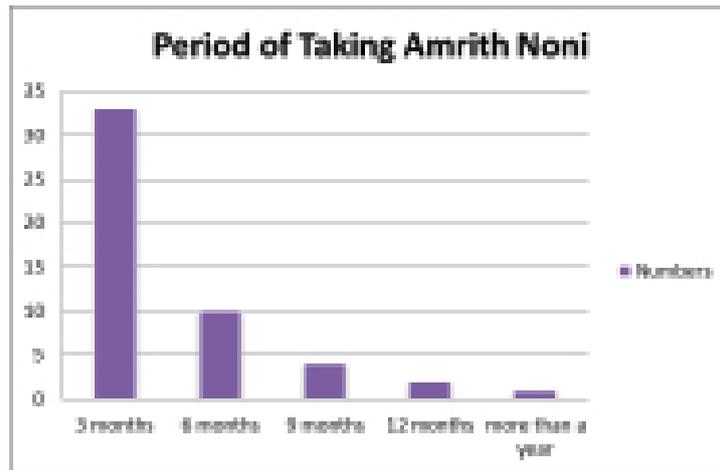
2. Are you consuming AMRITH NONI?

Some of the respondents were skeptical in the initial phases of NONI consumption. But the testimonials and feedback that came from their fellow yoga batch mates were highly contagious for them to escape from NONI consumption. Now NONI has become everyday health syrup for most Yoga enthusiasts at Satya Foundation

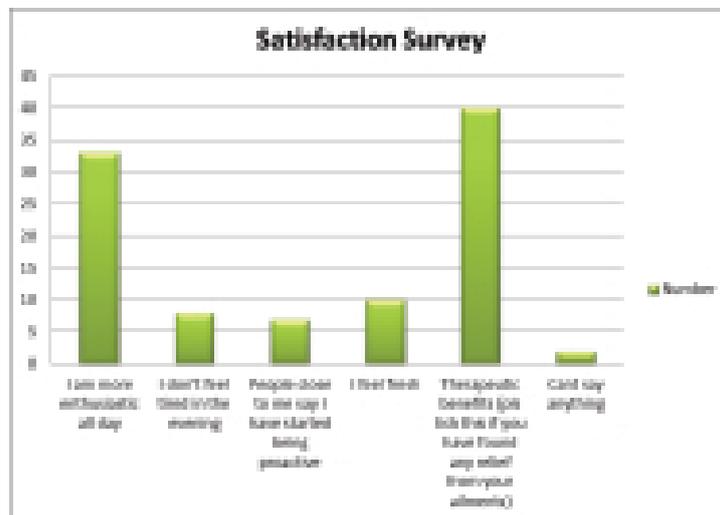


3. If Yes, for how long have you been consuming AMRITH NONI?

What is interesting is those who start being skeptic are all finally convinced with NONI being an Ultimate elixir for their life and living and consume it to keep up their health



4. What have you experienced after AMRITH NONI consumption?

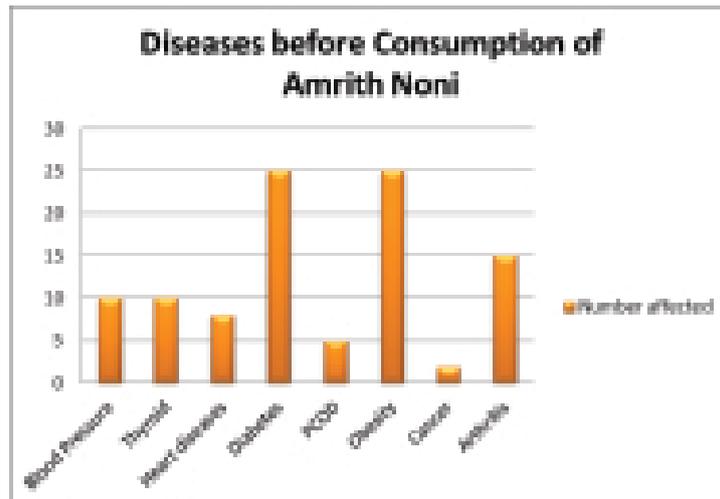


Chetana, the Director of Lotus Printers in Bangalore says “Yoga and Naturopathy has given a new glow and charm to my face because of which I have stopped going to beauty salons for months together”

Pipu Chakraborty, Manager at ICICI says: I was so impressed with the first meeting I had with Kamala and her views on Nutrition and Yoga. I decided to conduct a special program in my colony on "The benefits of Yoga and Naturopathy". The crowd participation was across all ages and it made the meet all the more interesting.

5. Mention the disease that you were undergoing before consumption of AMRITH NONI

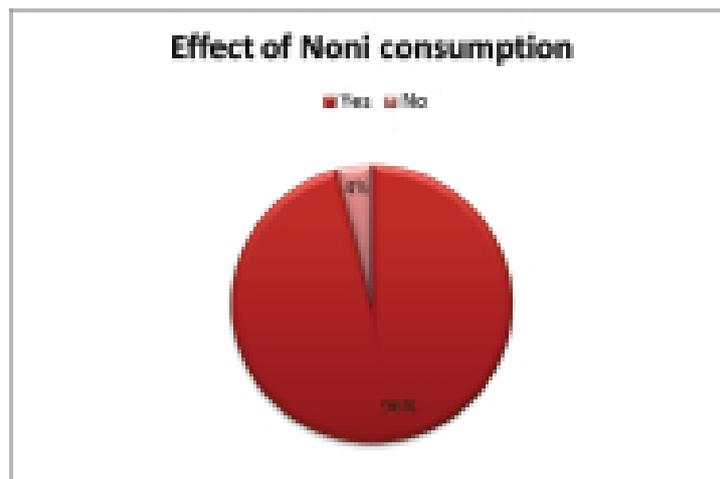
We can see from the above mentioned chart that most people in the cosmopolitan



Bangalore suffer from obesity, India is now the Diabetic Capital, sedentary lifestyle is further contributing to heart diseases, Hormonal imbalance is contributing to Thyroid and PCOD, high levels of stress is leading to spondylitis, back pain, hypertension. Finally, Cancer which was once a deadly dragon is now becoming a household phenomenon.

I believe that “When the structure of the cell ceases to be at ease due to anger, irritation, depression, anxiety, stress then it attains the state of dis-ease. To ensure that our cell structure does not get diseased we need to ensure that our thought processes don't get disturbed. Depending on the rate and intensity of cell structure disturbance, diseases are categorized into BP, thyroid, arthritis, cancer”

6. Have you found any relief from the disease after AMRITH NONI consumption?



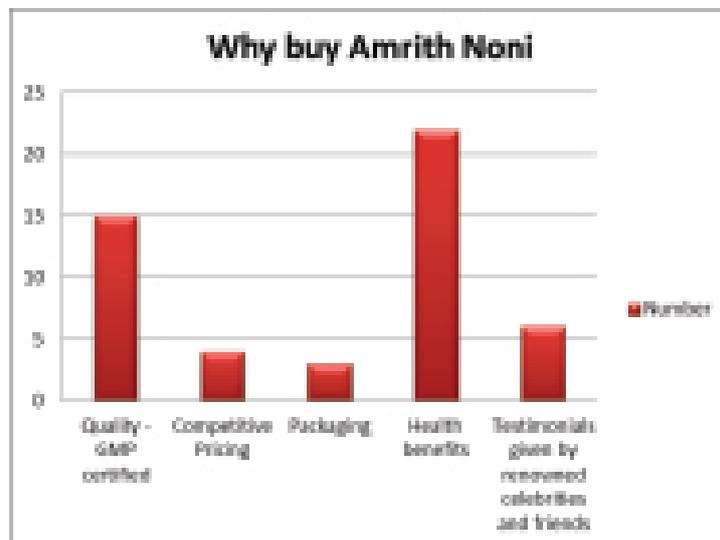
Merlin N Gnanapragasam says “NONI is known to have a broad range of medical properties such as anti-inflammatory, antihistamine, anti fungal, antibiotic, antiviral, hypotensive and pain killing effects.”

Studies have shown that NONI possesses both cancer therapeutic (treating the illness) and preventive effects.

7. **How happy are you with the quantity and quality of AMRITH NONI you are consuming?**



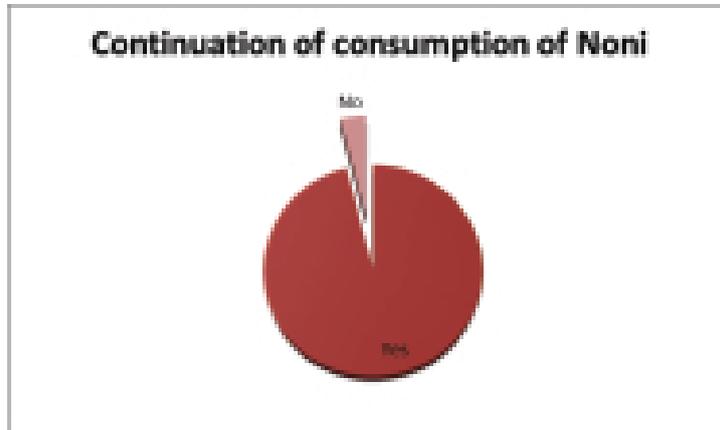
8. **What are the parameters that attract you for AMRITH NONI?**



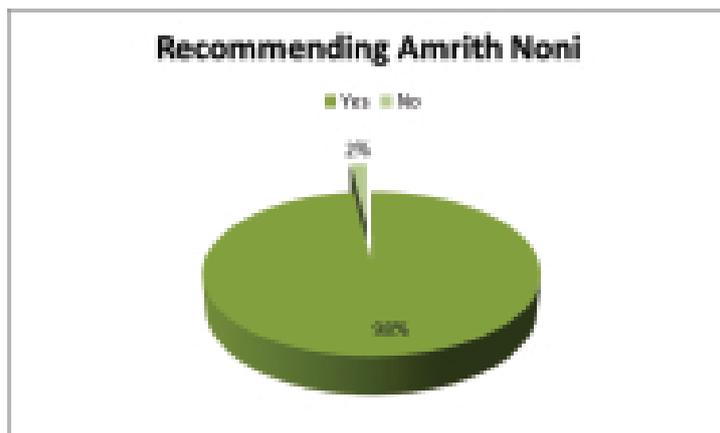
When there are various NONI producing companies, AMRITH NONI apparently seems to be leading the way as most of the distributors have personally visited the plant. I have personally visited Raminkoppa and seen the hygiene methods employed by Valyou Products. Srinivas Murthy, MD Valyou Products always ensures two aspects being the company head. Firstly the Quality and secondly the Affordability. He mentions in one of his interviews how important it was for him to obtain GMP certification for the product.

Whenever there is competition the only USP is QUALITY.

9. Would you like to continue consumption of AMRITH NONI in the future



10. Would you recommend it to your family and friends



FINDINGS AND CONCLUSION

AMRITH NONI over allopathy medicine: Most of the housewives follow regular yoga and healthy diet and are able to completely give up consuming allopathy medicines. In fact, most of them have now come to believe that allopathy, in the name of medicine is mostly a poison. Most of the therapeutic patients at Satya foundation prefer AMRITH NONI over allopathy medicine.

COST EFFECTIVE: A bottle NONI is definitely affordable compared to the medications prescribed by the doctors that cost astronomical amounts for both medication as well as tests

BLOOD PRESSURE : Sathyabhamamani, President of Satya Foundation who is consuming Amrit NONI for the last 4years says “The biggest thing I've noticed about the NONI is that it seems to drive down the systolic blood pressure whereas traditional medications that are often used to treat high blood pressure don't do a very good job in controlling systolic”.

ARTHRITIS: These days Arthritis is increasing in cities due to decreased physical activity, lack of exposure to sunlight, consumption of junk food, sedentary lifestyle and obesity. Joint pain is also increasing as one is unable to bear one's own weight. Research done by Satya Foundation on 5 respondents proved that within a span of 15 days of consumption of AMRITH NONI and practice of yoga, not only did the weight reduce but also severity of joint pain was significantly reduced.

INCREASES IMMUNITY: It is seen in the patients that during H1N1 and dengue attack that happened in Bangalore recently (2014), those consuming NONI seemed to have better resistance than others.

IMPROVES APPETITE: many mothers complained of their college going kids not eating well. Loss of appetite was a serious problem as it later led to irritability and stress and lack of concentration. Amrit NONI has had a significant impact on these kids

WEIGHT REDUCTION WITH FLAWLESS SKIN : Bangalore is a cosmopolitan city and obesity is a cosmopolitan disorder caused mainly due to sedentary lifestyle habits. Amrit NONI power plus consumption was suggested to these obese patients along with Amrit NONI D-Plus, this has given wonderful result and the feedback is video graphed.

QUALITY OF SLEEP IMPROVED: Many patients at Satya Foundation, were suffering from lack of sleep due to stress and with the consumption of AMRITH NONI and pranayama techniques their sleep is now absolutely back to normal.

REDUCED MENSTRUAL PAIN: Mudra therapy, AMRITH NONI and also hip bath has enormously reduced menstrual pain observed by patients of Satya Foundation (Batch -2) at Nagenahalli, Bangalore
