

A woman in a light pink shirt and blue jeans is mopping a highly reflective white tiled floor in a modern kitchen. A blue bucket is on the floor next to her. In the background, there is a dining table with white chairs, a kitchen counter with a sink, and white cabinetry.

# FLOOR CLEANERS USAGE BEHAVIOR RESEARCH DURING COVID-19

## DIGITAL RESEARCH INSIGHTS

## BY: THINKING HATS CONSUMER INSIGHTS



# RESEARCH DESIGN

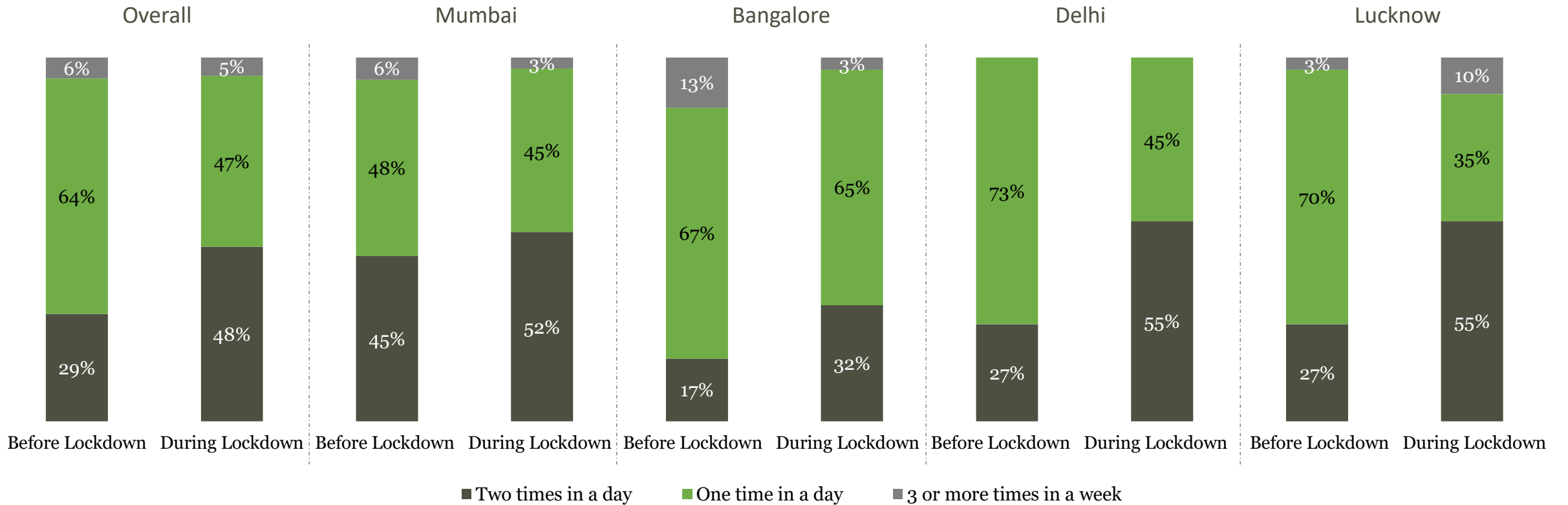
THINKING HATS conducted a Digital Survey via. its proprietary platform: APptitude on the floor cleaners during lockdown.

820 female consumers who use branded floor cleaners, belonging to NCCS A & B in the age group 25-45 years were targeted across Mumbai, Delhi, Bangalore & Lucknow.



THINKING HATS

# MOST CONSUMERS FEEL THAT CLEANING THEIR HOUSE FLOOR TWICE A DAY, WILL KEEP THEM 'SAFER'



This change of behavior was seen more in households belonging to NCCS B (67%) compared to NCCS A (40%)



# LIZOL & DOMEX WERE THE MOST PREFERRED BRANDS

Most preferred brands



Lizol



Domex

Other brands mentioned



Presto!



Paxclean



Cleenz



Thinksafe



Pine Sol



Ricsil



Germi X

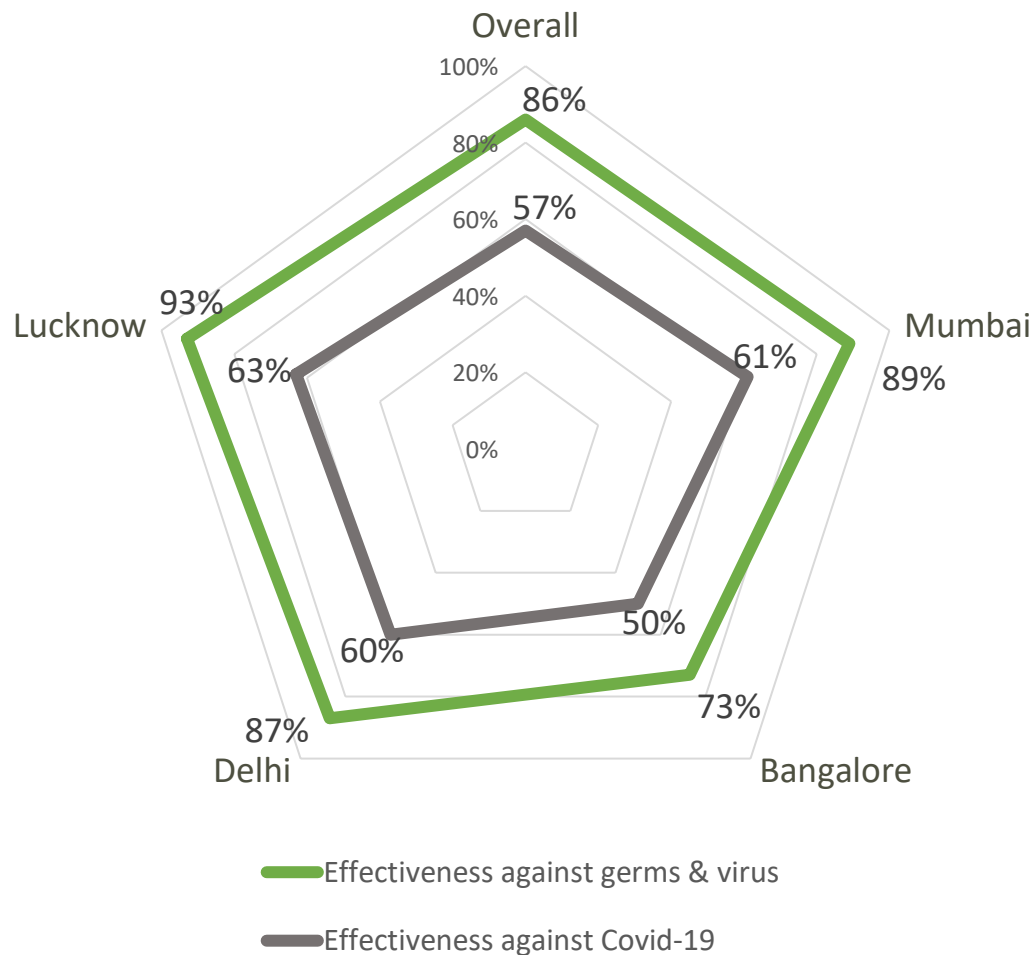


**INTERESTINGLY, 33% ADDED DETTOL PRODUCTS TO THEIR  
WASH WATER,  
DUE TO ITS PERCEIVED ANTIBACTERIAL VALUE**



THINKING HATS

# 56% CONSUMERS HAVE STRONG CONVICTION IN THEIR FLOOR CLEANER'S ABILITY TO KILL COVID-19



- 1
- 2
- 3

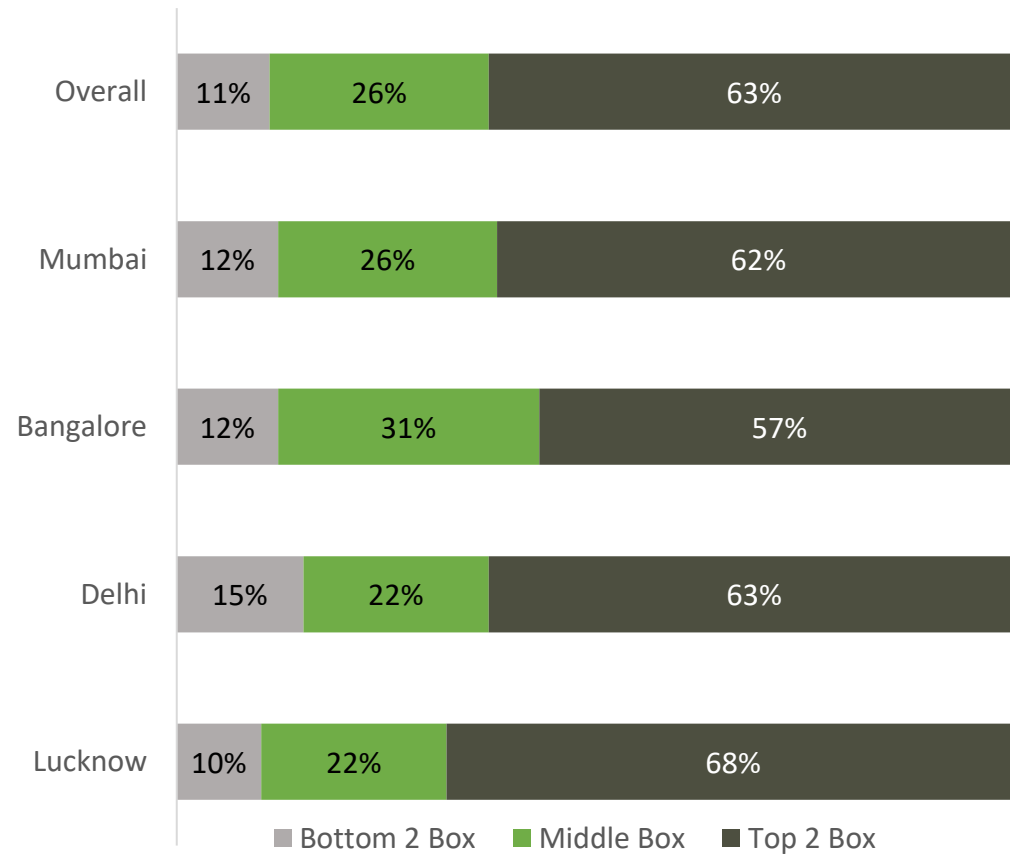
Overall, 86% females believe that floor cleaners are effective against various germs & virus

However, the belief **decreases by almost 30%** when asked if their existing floor cleaners would be effective against **Covid-19**

Females from NCCS B have slightly more faith in floor cleaner's effectiveness against Covid-19



# WHOPPING 2/3<sup>rd</sup> BELIEVE IN BRAND CLAIM



**KILLS UP TO 99.999%  
OF CORONAVIRUS.\*  
AND BACTERIA.\*\***



This belief was slightly more among older females aged 35-45 years & NCCS B



# NATURAL AGENTS PERCEIVED TO ENHANCE CLEANING CREDIBILITY



LEMON



NEEM



SALT



WASHING SODA



VINEGAR



ALOE VERA





# FRAGRANCE OF CLEANLINESS



LEMON



ROSE



JASMINE



LAVENDER





**FOR MORE INSIGHTS REACH OUT TO US AT:  
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