



A Study on Mindful Consumption of Customer Experience towards Detergent Products in Sivakasi

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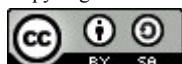
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Abstract

Marketing as a discipline has undergone radical changes over the past few decades. Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling the product or service. A biggest impact which internet had on marketing can be attributed to the rise of search technology. Consumer behaviour formed an integral part of marketing. Consumer preference varies from product to product on the basis of quality, price and advertisement etc. Washing is a method of cleaning, usually with water and with some kind of soap or detergent. The detergent market in India consists of two major categories -hand -wash and machine -wash. There are so many brands of detergent product available in the market in various brands like Rin, Power, Wheel, Surf excel, Tide, Henko, Ponvandu and so on. Technology provides higher potential for profiling the brand in the minds of consumers. Hence the researcher wants to micro level analyze for understanding on mindful consumption of customer experience towards detergent products in Sivakasi. A well structured Google form has been framed for conducting the survey.

Keywords: consumer, detergent products, mindful consumption

Introduction

Marketing as a discipline has undergone radical changes over the past few decades. Marketing is the process of communicating the value of a product or service to customers, for the purpose of selling the product or service. Marketing can be looked at as an organizational function and a set of process for creating, delivering and communicating value to customers, and managing customer relationships in ways that also benefit the organization and its shareholders. Marketing includes capturing marketing insight, connecting with customers, building strong brands. A biggest impact which internet had on marketing can be attributed to the rise of search technology¹.

Washing is a method of cleaning, usually with water and with some kind of soap or detergent. The detergent market in India consists of two major categories -hand -wash and machine -wash. Powder detergent and bar detergent from a major portion for hand -wash segment; Powder detergents and liquid detergents and cake detergents are main segments of hand wash, machine wash.

Statement of the Problem

Consumer behaviour formed an integral part of marketing. The aim of marketing is to meet and satisfy targeted consumers needs and thereby influencing the shopping and buying behaviour. Consumer preference



varies from product to product on the basis of quality, price and advertisement etc. Consumer preference also varies with their income, age, Gender and other characteristics. There are so many brands of detergent product available in the market in various brands like Rin, Power, Wheel, Surf excel, Tide, Henko, Ponvandu and so on. Technology provides higher potential for profiling the brand in the minds of consumers. Moreover consumers are influenced through customised content and targeted advertising. Hence the researcher wants to micro level analyze for understanding on mindful consumption of customer experience towards detergent products in Sivakasi.

Review of Literature

The study covers all these brands of washing materials. This study would bring out which brand of soap is mostly preferred by the consumers and why they choose a particular soap.

Alaka samantaray (2015)¹ studied on the title “A study on customer satisfaction :with special reference to Detergent Powder”. In their study they stated that Customer satisfaction is really a term which is generally utilized in marketing. Fundamentally, is an evaluation in which the way the product or service supplied by a business fulfil or perhaps surpass customer expectancy. Measuring customer satisfaction offers an indicator regarding how prosperous the company is in delivering products or services to the marketplace.

Avneet karur Ahuja and manojsharma (2018)² studied on the title “ A Study on the consumer preference for detergent powder in Kapurthala district of Punjab “In their study they stated that the consumer behaviour is directly involved in obtaining ,consuming ,and disposing of products and services ,including the decision process and follow action .the

consumption pattern ,lifestyle of the people and the buying behaviour of the living in rural areas is changing.

Dr A. Hamil & A. Beemaanizsapna (2019)³ Studied on title “A Study on the brand preference of liquid washing detergent in Tirunelveli “ In their study they stated that the liquid detergent is introduced initially aiming at users of washing machine for washing ,but when many brands have entered into market their focus has been changed on all types of washers adding many more features in it.

Dr .A.Suguanathi (2018) ⁴studied on title “ Customers satisfaction towards selective FMCG Products with special reference to Madurai city ”In their study they stated that the FMCG industry ,alternatively called as CPG(customer packaged goods) industry primarily deals with the production ,distribution and marketing of customer packaged goods .these are product that have quick turnover ,and relatively low cost.

Objectives of the Study

The following objectives are framed by the researcher to analyse and obtain the lever of consumption experience by the respondents

- To know about the socio - economic profile of the respondents.
- To understand consumer preference on different brands of detergent products in Sivakasi
- To examine the consumption experience towards detergent products.
- To offer suitable suggestions based on the finding of the study.

Research Methodology

The study employed a quantitative, descriptive and exploratory research design relying both primary data

¹ Alaka samantaray “A study on customer satisfaction :with special reference to Detergent powder” International journal of scientific research in science and technology., Vol 1, Issue 2, June 2015

² Avneet kaur Ahuja and manoj sharma “ A Study on the consumer preference for detergent powder in Kapurthala district of Punjab” J Krishi Vigyan vo6,Issue 2, April-2019.

³ Dr.A.Hamil and A.Beema aniz sapna “A Study on the preference of liquid washing detergent in Tirunelveli “Vol .6 Issue 1,march 2019

⁴ Dr.A .Suguanathi “Customers satisfaction towards selection towards selective FMCG products with special reference to Madurai city”Vol8,Issue5,2018.



and secondary data from 80 sample respondents. Primary data was collected directly from the conducting the survey. Since the scope of the populations is numerous the researchers has applying convenience sampling method for selecting 80 respondents. Secondary data was taken from research papers, Journals, Magazines and websites,

Analytical Tools

Google form is framed on the basis of the various factors affecting the consumer behaviour, statistical tools used for analysis of same. The below listed tools are used for interpretation of large and complex database. data collected was analyzed using the tools like

- Garrett Ranking method
- One sample t -test
- Chi -square test

Hypothesis of the Study

To add weightage to collected primary data, the researcher use statistical tools like one sample t- test,

customers through a questionnaire in Google form. A well structured Google form has been framed for garrett ranking and Chi-square test. To test the data the following null hypothesis has been framed by the researcher

Ho: There is no significant difference between in the factors of detergent products among the respondents.

H0: There is no significant difference between gender and factor influencing the detergent products.

Analysis and Interpretation of the Data

The social and economic factors that characterize are influence the living standards, quality of life, and opportunities available to individuals or communities. It encompasses a wide range of variables, including gender, age, income level, employment status, educational attainment, occupation, etc., of the group selected. Analyzing socio-economic conditions helps in understanding disparities, identifying vulnerable groups, and formulating targeted social and economic policies for inclusive growth.

Table 1 Socio Economic Status

S. No		No.of Respondent	Percentage
Gender	Male	24	30.00
	Female	56	70.00
Age	Below 20	15	18.80
	21 to 40	39	48.70
	41 to 60	23	28.70
	Above 60	3	3.80
Educational qualification	Up to Higher Education	27	33.80
	Degree Holder	32	40.00
	Post Graduate	17	21.20
	Professionals	4	5.00
Marital status	Married	40	50.00
	Unmarried	33	41.20
	Single	7	8.80
Occupation	Private Employee	25	51.02
	Government Employee	6	12.25
	Professionals	10	20.41
	Self Employed	8	16.32
Status of non-employed	Home makes	12	38.70
	Student	13	41.90
	Job Seaker	6	19.40



Monthly family incomes	Below Rs 20000	30	37.50
	Rs 20000 to 40000	29	36.25
	Above Rs 40000	21	26.25
Family Members	Up to 2	19	23.75
	3 – 4	24	30.00
	5 – 6	23	28.75
	Above 6	14	17.50
Total		80	100.00

Source: Primary Data

The majority of respondents were female (70%). Most of them belonged to the age group of 21 to 40 years (48.7%). In terms of education, degree holders formed the largest group (40%). Half of the respondents were married (50%). A majority were private employees (51.02%), while among the non-employed, students were the largest group (41.9%). Most families earned below Rs. 20,000 per month (37.5%) and had 3 to 4 members (30%).

Preference towards Detergent Product

Detergent soap is a cleaning agent formulated to remove dirt, stains, and grease from fabrics. It is made from synthetic surfactants derived from petrochemicals. It works effectively in both hard and soft water, producing more lather and cleaning power. Detergent soaps are widely used in households for laundry and general cleaning purposes.

Table 2 Preference towards Washing Cloth

S.No		No.of Respondents	Percentage
Detergent product	Washing Powder	15	18.75
	Washing Liquid	17	21.25
	Washing Cake	20	25.00
	All the above	28	35.00
Detergent Powder	Ariel	6	40.00
	Tide	4	26.67
	Rin	3	20.00
	Surf Excel	2	13.33
Detergent Cake	Power	5	25.00
	Rin	7	35.00
	Surf Excel	6	30.00
	Ponvandu	2	10.00
Detergent Liquid	Tide	5	29.41
	Ariel	6	35.29
	Surf Excel	4	23.52
	Power	2	11.76

Source: Primary Data

The majority of respondents (35%) use all forms of detergent—powder, liquid, and cake. Among detergent powders, Ariel is the most preferred brand (40%). Rin leads the detergent cake category with

35% usage. In detergent liquids, Ariel again tops the list with 35.29%. This indicates Ariel and Rin are the most popular choices across different detergent types.



Reasons for Purchase

Research has shown that people tend to be driven by three main emotions when making purchase decisions pleasure, fear, and guilt. The following table shows that classification of the basis of their reasons for purchase.

Table 3 Reasons for Purchase

S. No	Reasons for Purchase	No.of Respondents	Percentage
1	Availability	19	23.75
2	Brand image	17	21.25
3	Price	18	22.50
4	Good quality	26	32.50
Total		80	100.00

Source: Primary Data

From the above table it is clear that out of 80 respondents, 32.50 per cent of the respondents are purchase for Good quality, 23.75 per cent of the respondents are purchase for Availability, 22.50 per cent of the respondents are purchase Price, and 21.25 per cent of the respondents are purchase Brand Image.

It is showed that majority (32.50 per cent) of the respondents are purchase for Good Quality.

Frequency to Purchase

The purchase frequency is varying from product to product and customers to customers. In the present research the researcher attempts to know the detergent products' frequency pattern of purchase and the results are tabulated below.

Table 4 Frequency of Purchase

S. No	Often of Purchase	No.of Respondents	Percentage
1	Weekly	28	35.00
2	Twice in a week	29	36.25
3	Monthly	23	28.75
Total		80	100.00

Source: Primary Data

From the above table it is clear that, out of 80 respondents, 36.25 per cent of the respondents are purchase the product Twice in a week, 35.00 per cent of the respondents are purchase the product weekly and 28.75 per cent of the respondents are purchase the product Monthly.

Place of Purchase

Place of purchase refers to the location from where an washing products are purchased such as a retail shop, store, online, website ,super market etc.,. The following table exhibits the results of place of purchase of wasing products

Table 5 Place of Purchase

S.No	Place of purchase	No.of Respondents	Percentage
1	Retail shop	28	35.00
2	Super market	36	45.00
3	Online	16	20.00
Total		80	100.00

Source: Primary Data

From the above table it is clear that out of 80 respondents, 45.00 per cent of the respondents are the washing product from purchase Super market,35.00 per cent of the respondents are purchase washing product from the Retail shop and 20.00 per cent of the respondents are purchase the washing product from online.

It is showed that majority (45,00 per cent) of the respondents are purchase the washing product from Super

Factors considering opinion about Detergent Product

The research has identified reasons for factors influencing of detergent Products and asked the respondents to rank them. Based on the rankings the research has calculated the number of product's in each rank. An attempt has been made to analyze the various reasons that influence.



Table 6 Ranking for The factors influence in selection of Detergent product

S. No	Factors	Rank Scale Value	I	II	III	IV	V	VI	Total Score	Mean Score	Mean Rank
		X	77	63	54	45	36	23			
1	Quality	F	28	13	8	4	9	18	80	54.06	I
		Fx	2156	819	432	180	324	414	4325		
2	Quantity	F	22	17	6	7	12	16	80	52.51	II
		Fx	1694	1071	324	315	432	368	4201		
3	Cost	F	3	26	17	14	8	12	80	49.76	III
		Fx	231	1638	918	630	288	276	3981		
4	Brand Name	F	12	3	28	17	10	10	80	49.75	IV
		Fx	924	189	1512	765	360	230	3980		
5	Familiarity	F	6	12	11	19	16	16	80	45.13	VI
		Fx	462	756	594	855	576	368	3611		
6	Advertisement	F	9	9	10	19	25	8	80	46.66	V
		Fx	693	567	540	855	900	184	3733		

Table 7 Final Garrett Ranking Application of detergent product

S. No	Factors	Total Score	Garrett Mean Score	Mean Rank
1	Quality	4325	54.06	I
2	Quantity	4201	52.51	II
3	Cost	3981	49.76	III
4	Brand Name	3980	49.75	IV
5	Familiarity	3611	45.13	VI
6	Advertisement	3733	46.66	V

Interpretation

The above tables 7 is presented the garret scores the average score. The average score are ranked according

to their values. The first rank goes to Quality with the mean score (54.06) , the second rank given to the Quantity with the mean score (52.51), the third rank given to the Cost with the mean score (49.76) , the fourth rank given to the Brand Name with the mean score (49.75) , the fifth rank given to the Advertisement with the mean score (46.66),the sixth rank given to the Familiarity with the mean score (45.13).

It is concluded that from the above table analysis majority (54.06) are influenced by quality.

One- Sample T Test

The one -sample t-test a statistical hypothesis test to determine whether an

Table No 8

S.NO	Features	N	Mean	Std. Deviation	t	Df	P value	Hypothesis
1	Good quality	80	1.04	0.191	48.538	79	0.000	Rejected
2	Price discount	80	3.49	1.036	29.968	79	.000	Rejected
3	Price Pack deal	80	3.40	1.428	21.289	79	.000	Rejected
4	Coupons	80	2.16	1.287	15.027	79	.000	Rejected
5	Free gift	80	3.72	1.268	25.897	79	.000	Rejected



6	Free Sample	80	3.39	1.167	25.358	79	.000	Rejected
7	Slogans	80	1.93	1.174	14.156	79	.000	Rejected
8	Free Quantity	80	3.44	1.010	30.314	79	.000	Rejected
9	Contests	80	2.60	1.374	16.922	79	.000	Rejected
10	Loyalty rewards program	80	1.76	1.089	14.366	79	.000	Rejected

Unknown population mean different from a specific value.

Source: Computed Data

*1% level of significance

The p value for the Detergent product of variable namely, Good quality (1.04) Price discount (3.49) Price Pack deal (3.40) Coupons (2.16) Free gift (3.72) Free Sample (3.39) Slogans (1.93) Free Quantity(3.44) Contests (2.60) Loyalty rewards program (1.76) Hence Null hypothesis rejected for all the variables it concludes that there is no significance difference in opinion the factors of detergent products among the respondents .

Association between Impact of Place of Purchase on Gender

The chi square test is one of the simple and most widely used non parametric tests in statically work the symbol χ^2 is the Greek letter chi-square describes the magnitude of the discrepancy between the expected frequency and observation it is defined as

Hypothesis 1

Association between Impacts of Place of Purchase on Gender

Gender	Place of purchase			Total
	Retail shop	super market	online	
Male	18	27	11	56
	32.1%	48.2%	19.6%	100.0%
Female	10	9	5	24
	41.7%	37.5%	20.8%	100.0%
Total	28	36	16	80
	35.0%	45.0%	20.0%	100.0%
Pearson Chi-square			0.876	
D.F			2	
P value			0.218	
Hypothesis			Rejected	

Sources: computed Data

Pearson chi -square value of the above the is 0.876 at 5% level of significance. p value is more than 0.218. hence, null hypothesis is rejected .It concludes that there is no place of the purchase of male and female respondents.

Suggestion

- Most of the respondents used all the detergent products, the detergent companies should make the customer to be aware of the different varieties of detergent powder for their washing purpose.
- Most of the respondents are using the products for more than 5 years. Hence the detergent companies should sustain the existing customers and also attract the new customers by providing quality detergents.
- Most of the respondents avail the detergent products at super market therefore, the detergent companies should make sure the availability of their products at the customers' expected place.
- From one sample t test it is suggested that the detergent products manufacturing companies can offer price discount along with the good quality of the product.

Conclusion

The present study on *Mindful Consumption of Customer Experience Towards Detergent Products in Sivakasi* has provided valuable insights into the socio-economic background of consumers, their brand preferences, and the factors influencing their consumption experience. The study reveals that consumers in Sivakasi choose detergent products based on quality, price, fragrance, and brand reputation, with growing awareness of eco-friendly and value-based choices. Mindful consumption is emerging as a key factor influencing preferences and



loyalty. Manufacturers should focus on sustainable formulations and enhanced customer experience to meet evolving expectations.

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