

Study on the Customer preferences in buying disinfectant

Study on the Customer preferences in buying disinfectants and to check the awareness about Hydrogen Peroxide among the target customers.

I am Manu Santhosh currently pursuing MBA specializing in Marketing and Operations at Rajagiri College of Social Sciences Kakkanad , Kochi.

As part of my fourth semester curriculum, I am required to undertake a project. The focus of my research is centered around examining the customer preferences on purchase of Disinfectant products in India and the decision that influence the purchase.

In order to successfully complete this project, I kindly request your participation in responding to the questionnaire. I assured that the response will remain strictly confidential, as they will be used solely for academic purposes.

Kindly spare some time to fill this questionnaire. Please answer all the questions

** Indicates required question*

1. Name *

2. Gender *

Mark only one oval.

☐ Male

☐ Female

☐ Other:

3. Age *

Mark only one oval.

☐ Below 25

☐ 25-50

☐ Above 50

4. Occupation *

5. How often do you use disinfectants? *

Mark only one oval.

Never

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

Mostly

6. For what purposes do you use Disinfectants? *

Check all that apply.

- ☐ House cleaning
- ☐ Medical purposes
- ☐ Agriculture
- ☐ Sanitizing
- ☐ first aid
- ☐ Other: _____

7. Which of these do you prefer as a disinfectant? *

Mark only one oval.

- ☐ Hydrogen Peroxide
- ☐ Chlorine
- ☐ Alcohols
- ☐ Aldehydes
- ☐ Iodophors
- ☐ Not Sure
- ☐ Other: _____

8. Which of these brands do you prefer as a disinfectant? *

Check all that apply.

- ☐ Lysol
- ☐ Dettol
- ☐ Clorox
- ☐ Savlon
- ☐ Other: _____

9. Do you think hydrogen peroxide is unsafe as a disinfectant? *

Mark only one oval.

never

1

☐

2

☐

3

☐

4

☐

5

☐

mostly

10. How likely are you to choose a disinfectant product based on its packaging design? *

Mark only one oval.

less likely

1

☐

2

☐

3

☐

4

☐

5

☐

most likely

11. Do packaging design elements (such as clear product information or usage instructions) influence your perception of product quality and reliability? *

Mark only one oval.

Never

1

☐

2

☐

3

☐

4

☐

5

☐

Mostly

12. How likely are you to switch to a different brand if you find their packaging design more appealing or functional than your current preferred brand?

Mark only one oval.

never

1

☐

2

☐

3

☐

4

☐

5

☐

most likely

13. How important is fragrance to you in a disinfectant? *

Mark only one oval.

less important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

very improtant

14. Are you aware of Hydrogen peroxide as a disinfectant? *

Mark only one oval.

☐ No

☐ Yes

15. Have you noticed hydrogen peroxide disinfectant in any shops? *

Mark only one oval.

☐ Yes

☐ No

16. Which aspects attracts you the most while purchasing a disinfectant liquid? *

Mark only one oval.

- ☐ Fragrance
- ☐ Brand
- ☐ Attractive packaging
- ☐ Chemical Compatibility with Surfaces or Other Materials.
- ☐ kill claims
- ☐ Other: _____

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