

It's CLEAR . . .

The tide is turning in laundry

A study on the perception of efficacy in laundry detergent

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Introduction:

Various factors related to product and packaging influence consumers' purchase decision-making of a detergent that successfully launders clothes. In this research, we investigated how color and fragrance attributes influence the perception of an efficacious product by combining consumer qualitative and quantitative research methodologies with flash profiling conducted by a trained descriptive panel.

Objective:

- Understand consumer perceptions of efficacy in the laundry detergent category
- Identify the visual and fragrance cues for efficacy

Methodology:

QUALITATIVE

Three, 2-hour groups with females 19-59, n=21, in Harrison, NY

Individual evaluations of samples in sensory booths (fragrance, color, opacity, shade)

Samples: 6 samples total, blue, purple, green, clear scented (clear + fragrance), clear unscented (clear + surfactant scent)

SENSORY PANEL

Flash Profiling method, n =8 trained descriptive panelists

Evaluated viscosity and fragrance in sensory booths

Samples: 6 samples total, blue, purple, green, clear scented (clear + fragrance), clear unscented (clear + surfactant scent)

CONSUMER ONLINE SURVEY

Online experimental study, n=342 (34% male, mean age=34.22)

3 x 6 full factorial experimental design (color x fragrance)

How effective do you think this detergent would be at cleaning your clothes?

Results:

QUALITATIVE

Clear detergent is perceived to be more efficacious than colored detergents. However, clear and scented detergent is perceived to be more efficacious than clear, unscented detergents.

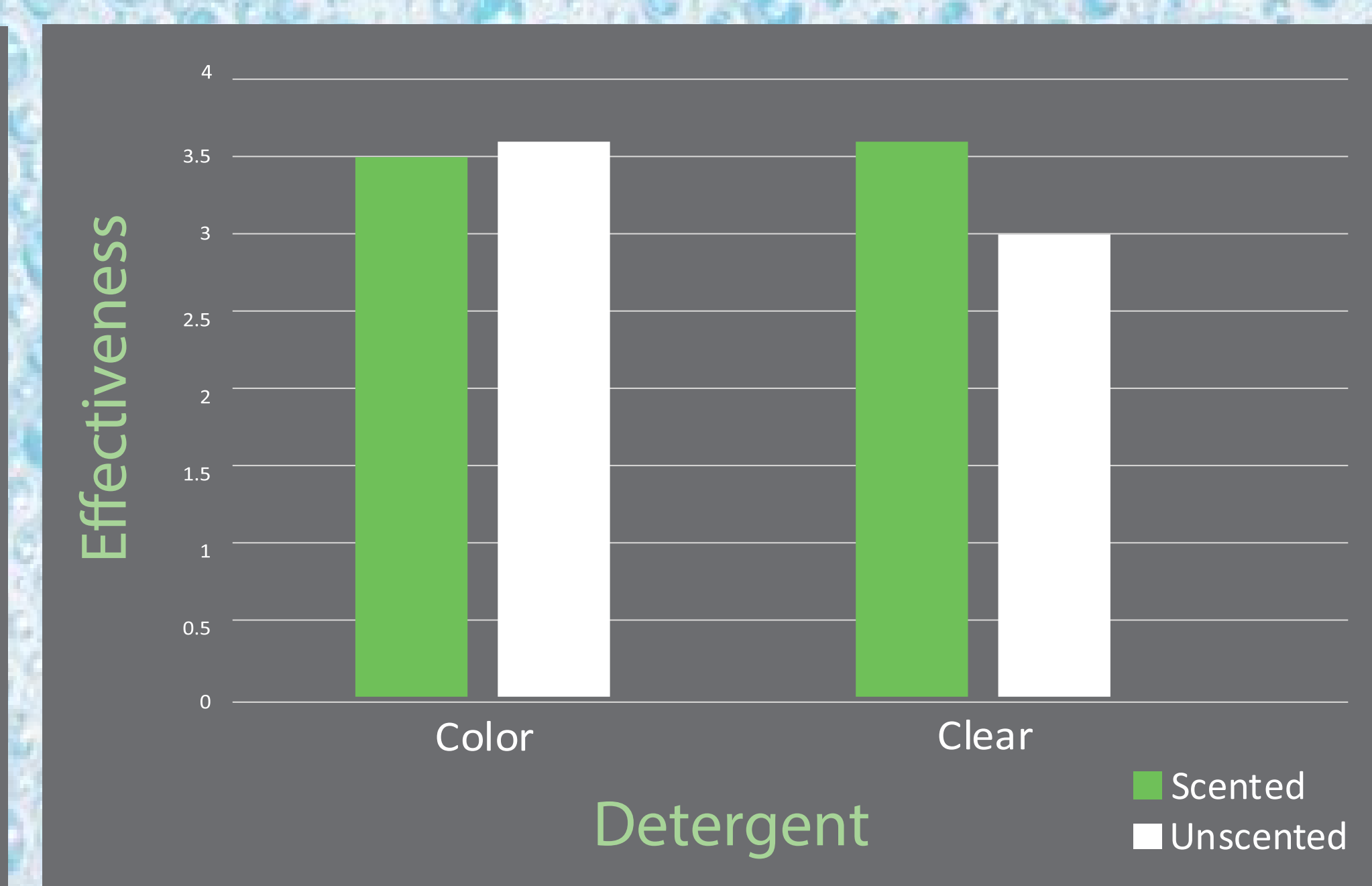
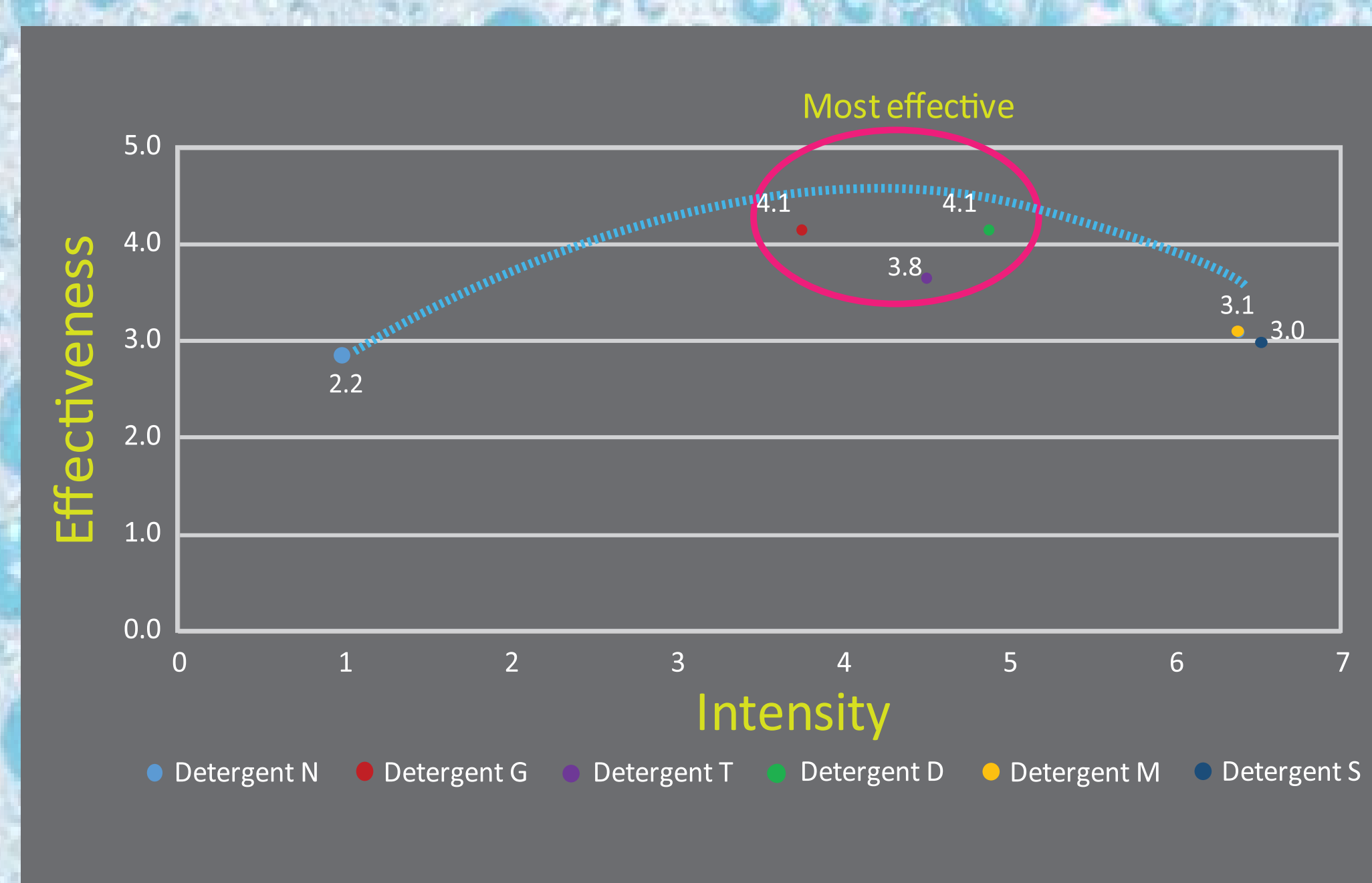
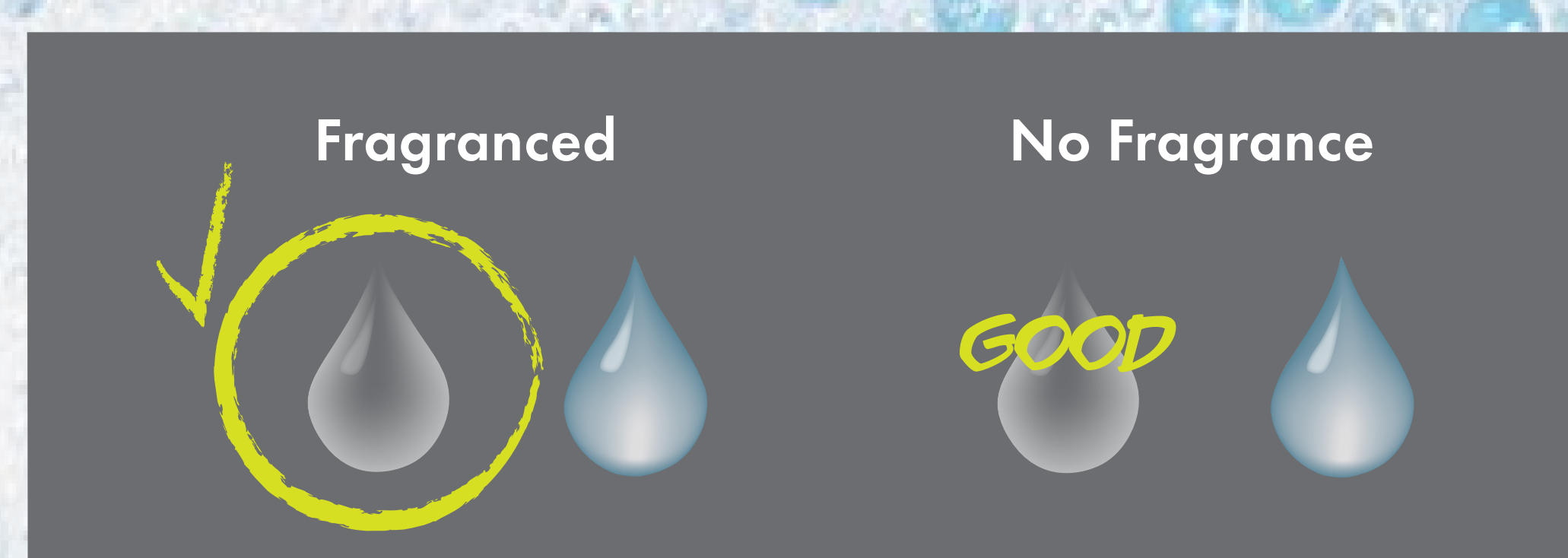
Consumers trust in the technology and believe clear will clean; therefore, as color saturation increases, perception of efficacy decreases.

SENSORY PANEL

Detergents with very low fragrance intensity and very high fragrance intensity cue ineffective.

CONSUMER ONLINE SURVEY

Detergent with neither color nor scent was perceived as less efficacious.



Conclusion:

Consumers perceive a clear, moderately fragranced high tech laundry detergent to be more efficacious in cleaning laundry.

Fragrance, color, and trust in technology effects consumers' purchasing decision of a laundry detergent. Consumers believe that clear detergent with clearly

labeled technology on packaging is more effective in cleaning laundry than saturated color detergent. The addition of fragrance to a clear detergent increases efficacy perception but a too low or too high fragranced detergent is perceived to be less efficacious.

Future research is needed to further explore the interaction of other sensory cues that effect the perception of efficacy.