

ECOLABELS ON DETERGENTS: SURVEY

Brand Research Lab - Project SS21

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INTRODUCTION

The objective of this study is to understand consumers buying behavior towards eco label and eco product. The purpose of this research is not only to find out the factors that consumers looks at while purchasing the product but also to find out about their knowledge, awareness and importance regarding eco-labels.

This research will help us identify consumers attitude and response about the Effect of different eco-labels on the brand perception. The primary research will be done through survey using Quantilope to collect data regarding the points stated above and to analyze them to understand consumer behavior.

RESEARCH QUESTION & HYPOTHESIS

Research questions:

1. Which criteria are more important to consumers when choosing a detergent?
2. How much do consumers know about these eco-labels?
3. What ecological problems do consumers think detergents can cause?

Hypothesis:

1. Consumers will be more likely to use sustainability as the main criterion when choosing detergents.
2. Consumers are sufficiently aware of eco-labeling to help them realize the ecological impact of promoting sustainable development in society.

PROBLEM & RELEVANCE

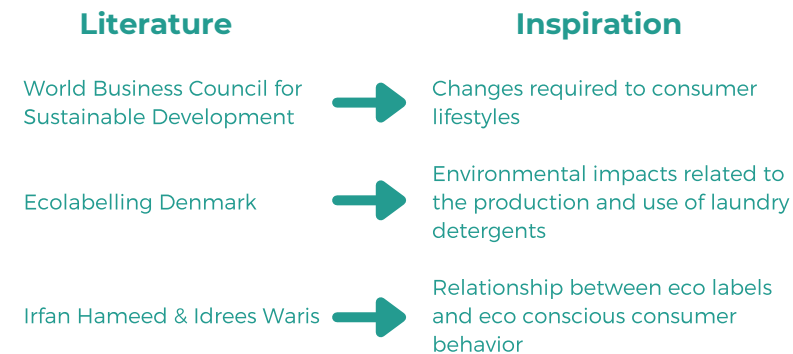
Problem:

1. There are many reasons why consumers do not choose to buy environmentally sustainable detergents, such as high prices, poor washing results, etc.
2. Consumers lack awareness and understanding of eco-labels and do not pay much attention to eco-labels on detergents when shopping.
3. Consumers choose to use detergents that contain more chemicals in order to get better results, but these detergents with more chemicals can have a very negative impact on the marine environment.

Relevance:

The role of business and the role of consumers are intrinsically linked in terms of the sustainable use of products. Consumers choose to buy a product for a combination of reasons. One is and will remain excellent performance at an adequate price. In the future, delivering performance that is both based on sustainability and recognized as added value will become increasingly important for consumer choices.

LITERATURE RESEARCH

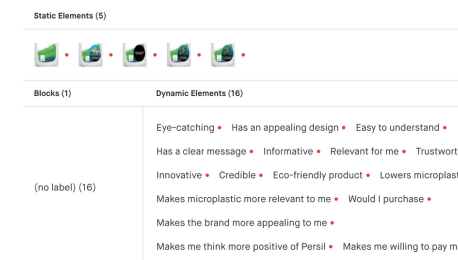


METHODOLOGY

Primary: Online Survey
Secondary: Existing Research

Questions Type:

- Multi Matrix(1)
- MAT(1)
- Single Select(2)
- Multi Select(3)
- Rating Scale(3)
- Rating Matrix(2)
- Semantic Diff(1)
- Number Input(1)

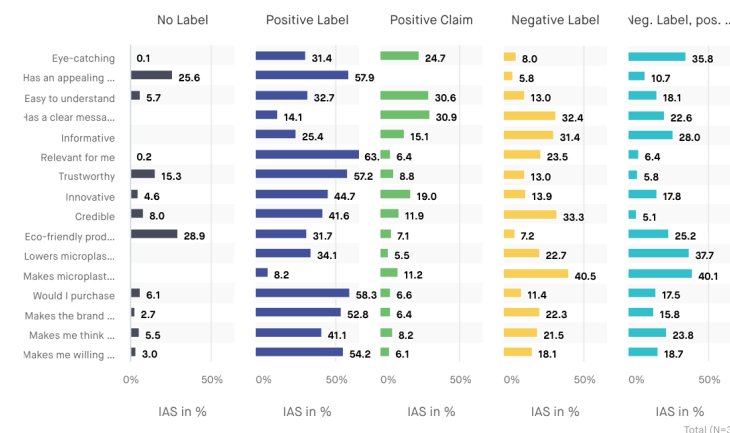


Sample Kind:

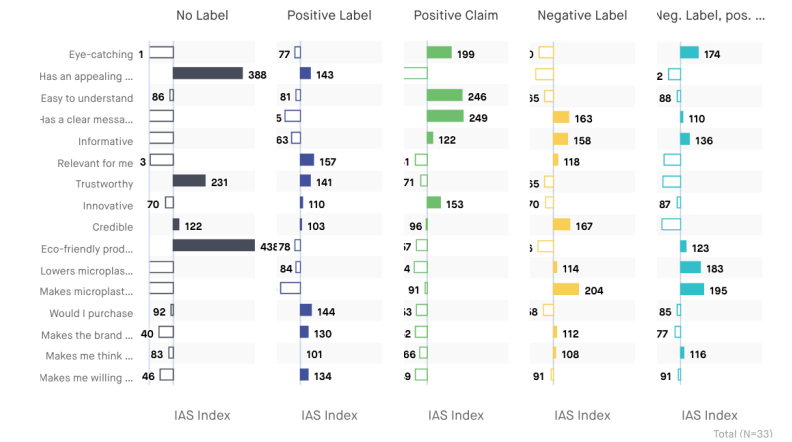
Convenience Sampling

N≥30

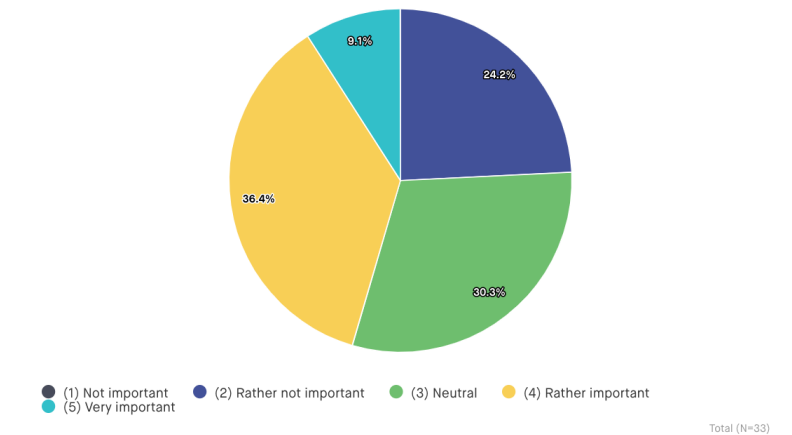
RESULTS



In most cases, the "Positive Label" version has a very high gravity score. However, for some static elements the "Negative Label" version and the "Negative Label, positive Claim" version work better.



Different versions have the advantage of different static elements. It depends on which version's scope the focus of our attention fits better.



When choosing a detergent, most consumers would also consider the availability of an eco-label to be a more important thing.

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