

Tide Laundry Habits

MKTG 6050 (B)

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Project Background

P&G is exploring a smaller 24 oz Tide liquid detergent tailored to university students living away from home.

Current pack sizes are seen as too large for small living spaces and infrequent laundry habits.

Research is needed to understand usage habits, brand perceptions (Tide, Persil, Purex), and interest in the smaller size.

Findings will inform a Go/No-Go decision on launching the new product.



Objectives & Brief

Research objective:

To measure the business potential of a smaller pack size (24 oz, 16 loads) of Tide liquid laundry detergent to attract university students who do not live with their parents. To compare the potential between male and female students.

How does this consumer group use liquid laundry detergents at home or in dorms?

- How important is the pack size relative to other factors when they make their liquid laundry detergent purchase decision?
- Do they live alone or share a room/ unit with others?
- Do they live at home or in dorms?
- How often do they do their laundry?
- Do they share liquid laundry detergents with others?
- What is the brand and pack size of the liquid laundry detergent they are using?

How does this consumer group feel about the current laundry detergent product offerings?

- What is the smallest liquid detergent pack size this consumer group can recall for Tide, Persil and Purex?
- Can this consumer group recall Tide more than Persil and Purex when talking about liquid laundry detergent?
- How does Tide compare to Persil and Purex on key purchase decision factors of liquid laundry detergents?

Is this consumer group interested in buying a smaller pack size of Tide liquid laundry detergent?

- Will this consumer group share this product with their roommates?
- Is this consumer group interested in buying the product? We are considering selling the “Tide Original Scent” (24 oz, 16 loads) for \$6.49.
- Why are they interested?
- Why are they not interested?

Respondent Information

- Males and females
- Aged 18-29
- University students (undergraduates, graduates, or PhD)
- Not living with their families
- Can live at home or in university dorms
- Do laundry at least once every week
- Currently using liquid detergent as the main detergent type
- A wide mix of ethnicities

Respondent Criteria

n = 500 in total

Sample Size

n = 250 male students
n = 250 female students

Quota Plan

Research Methodology



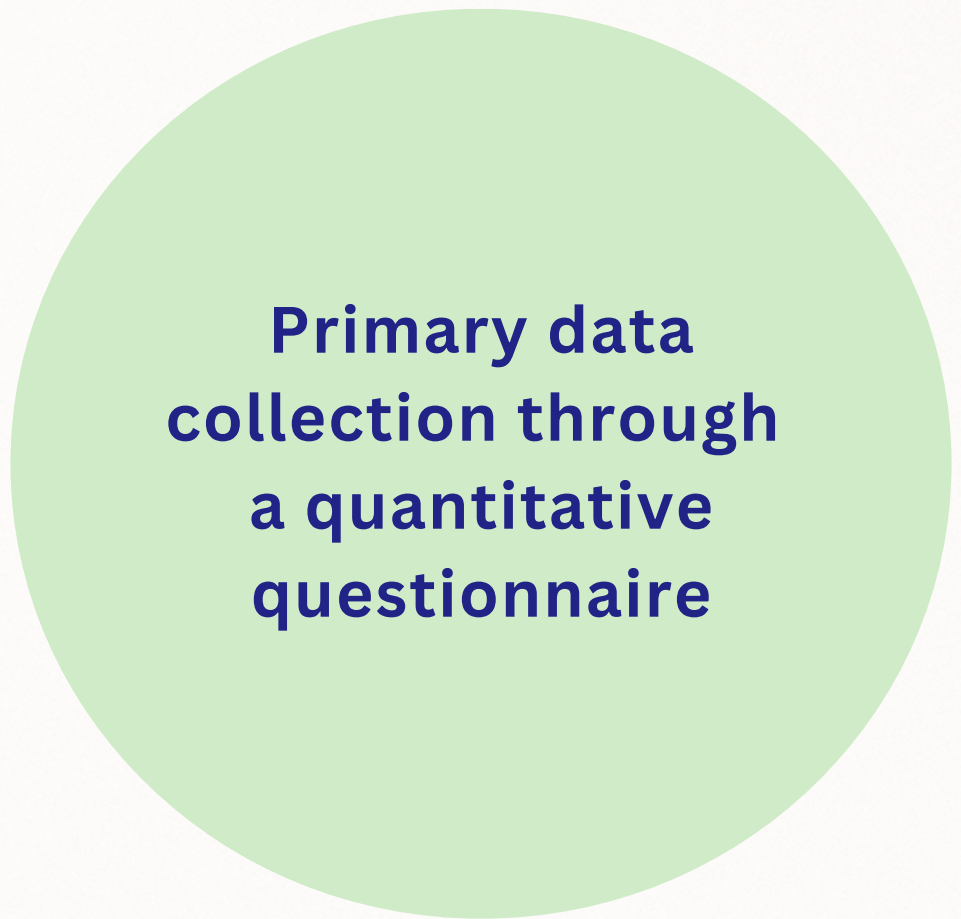
Research Design

A quantitative, descriptive research design was used to measure consumer attitudes and behaviours.



Data Collection

Data was collected through a structured online questionnaire. The survey included closed-ended questions (Likert scales, multiple choice, ranking) designed to quantify consumer preferences



Quality Control

To ensure data reliability, the questionnaire included screening questions, logic checks and the removal of incomplete or inconsistent responses.



Sampling

The study used non-probability convenience sampling. Respondents were required to meet specific criteria (ex. age range, location, product usage). The target sample size was 500 participants

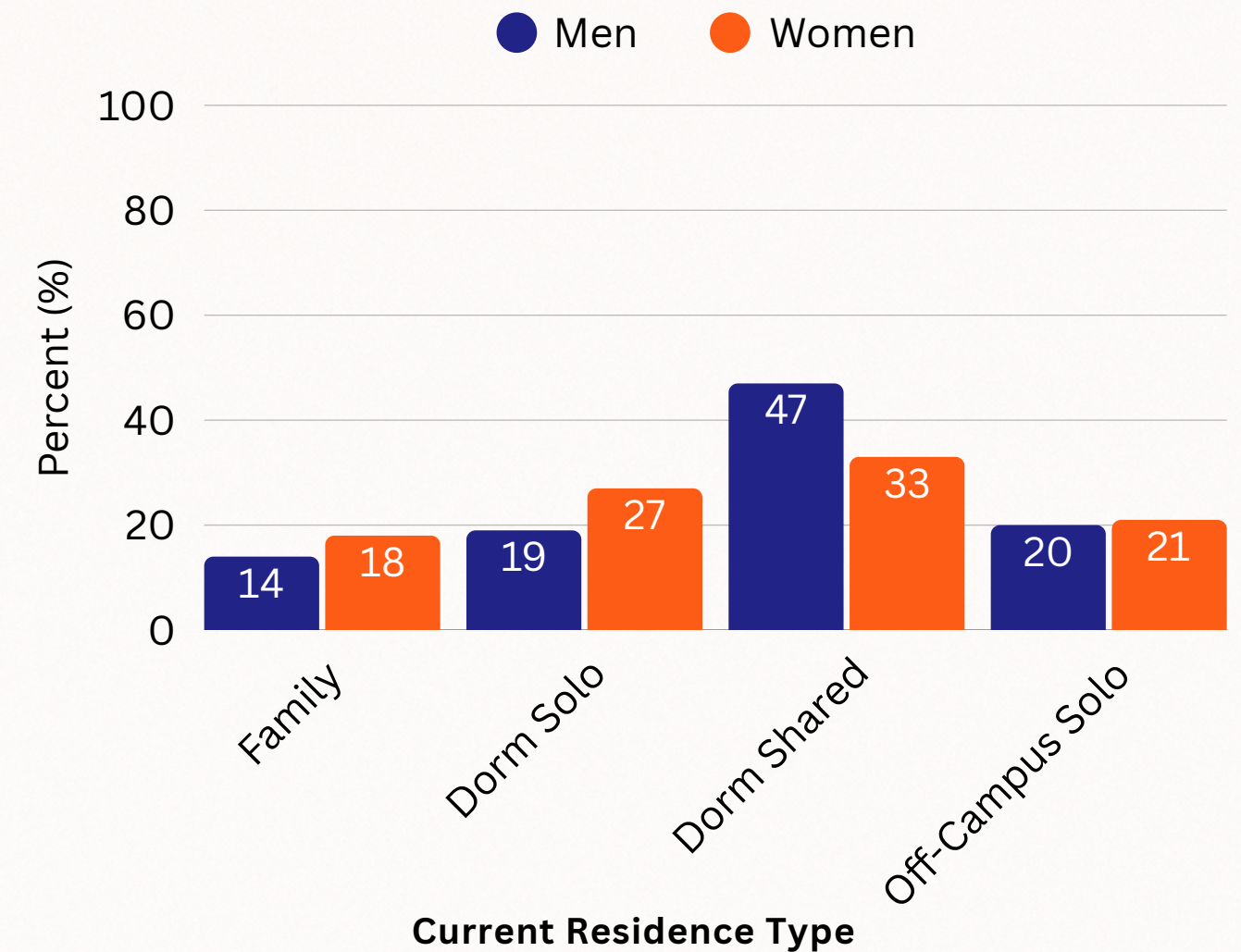
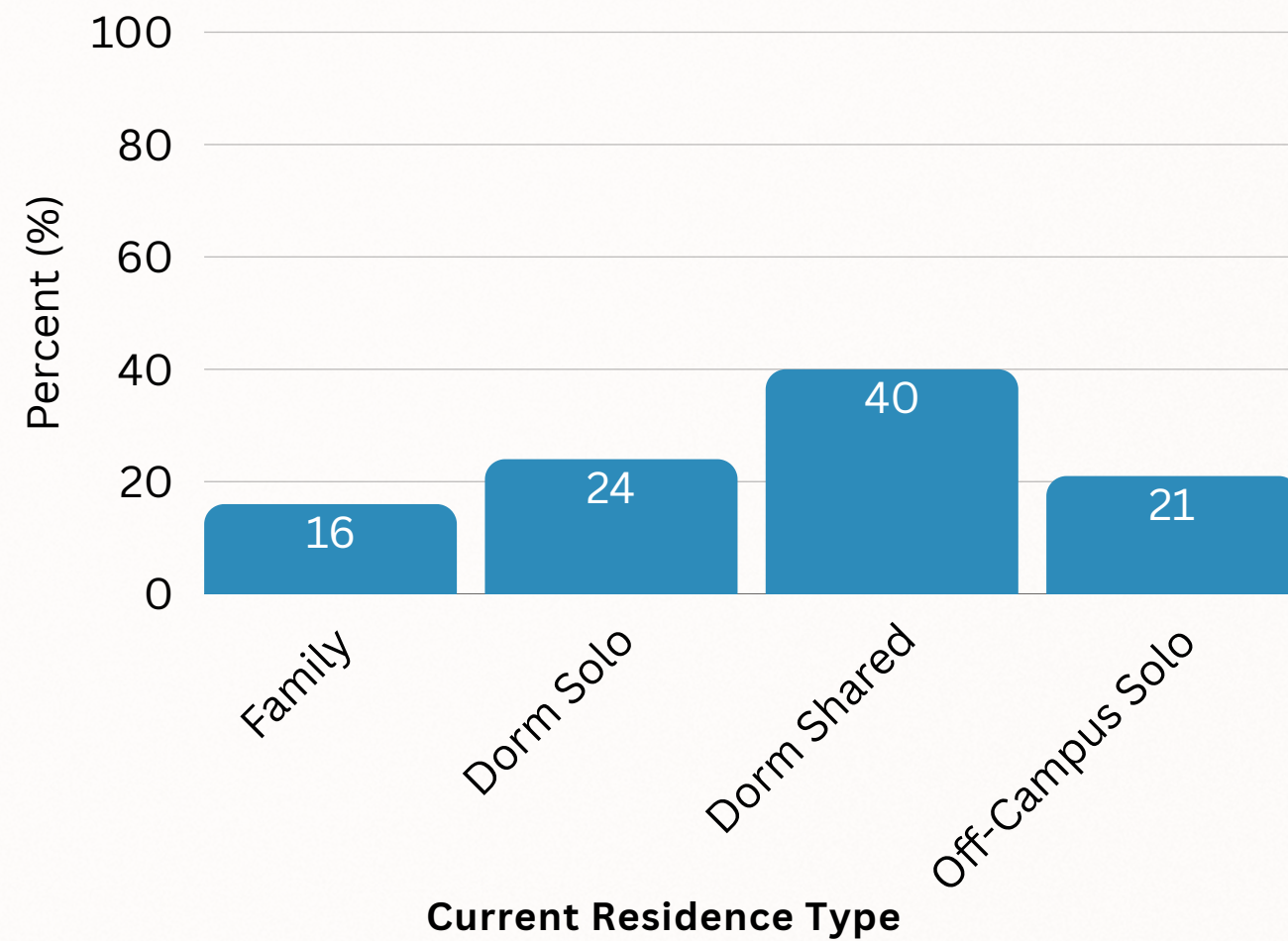


Major Findings

How does this consumer group use liquid detergent?

Base Size: 500
Differences between subgroups:
We can say with 95% confidence that female university students aged 18-29 live within shared dormitories more frequently than male university students aged 18-29.

Which of the following best describes your current residence?



For **university students aged 18-29** the most popular residence type is **on-campus within a shared dormitory.**

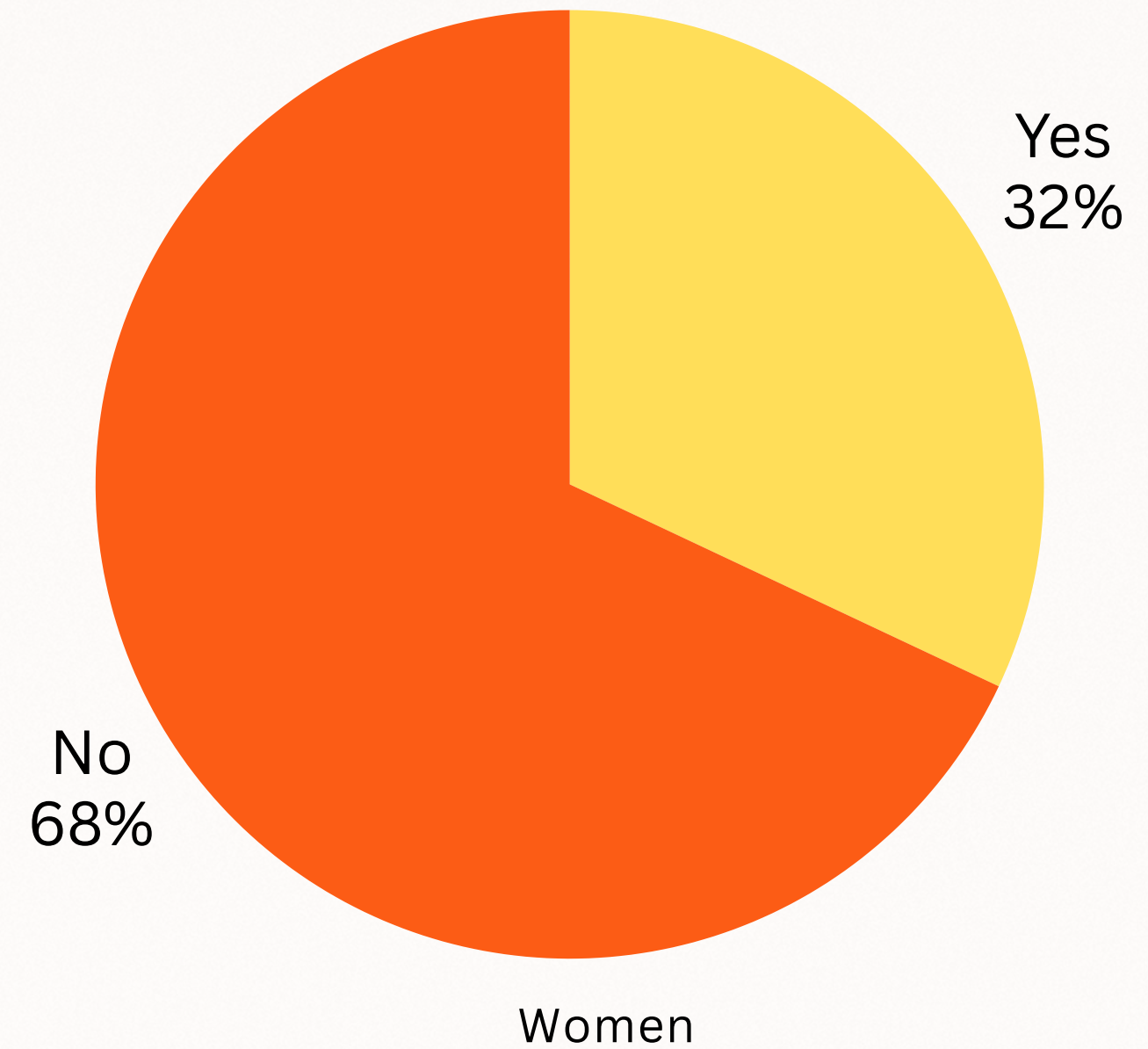
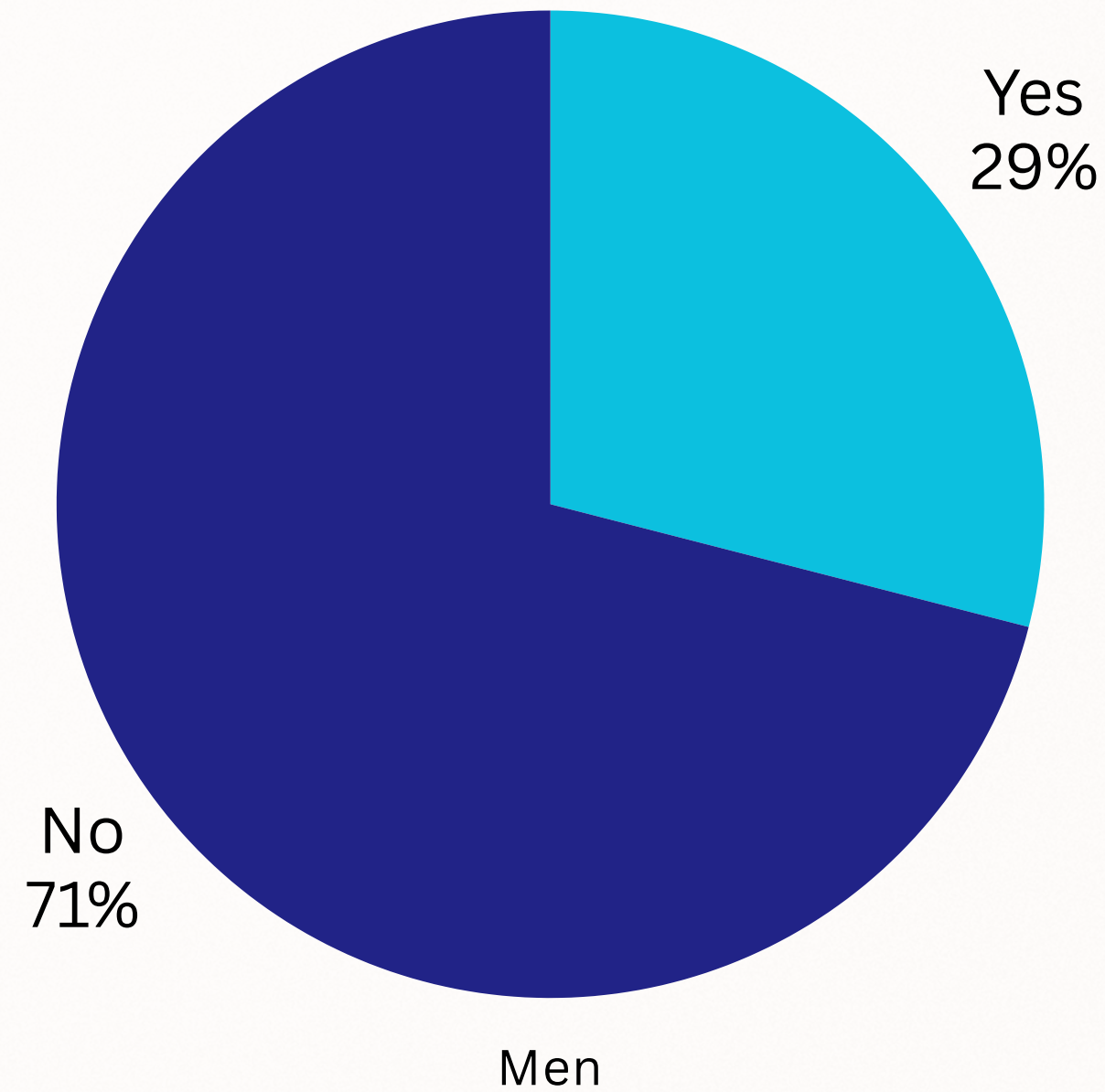
Major Findings

How does this consumer group use liquid detergent?

Majority of university students aged 18-29 who live with roommate(s) are **not willing to share their liquid laundry detergent.**

Base Size: 286

Differences between subgroups:
We cannot say with 95% confidence that women who live with roommates are more willing to share their laundry detergent with their roommates compared to men who live with roommates.

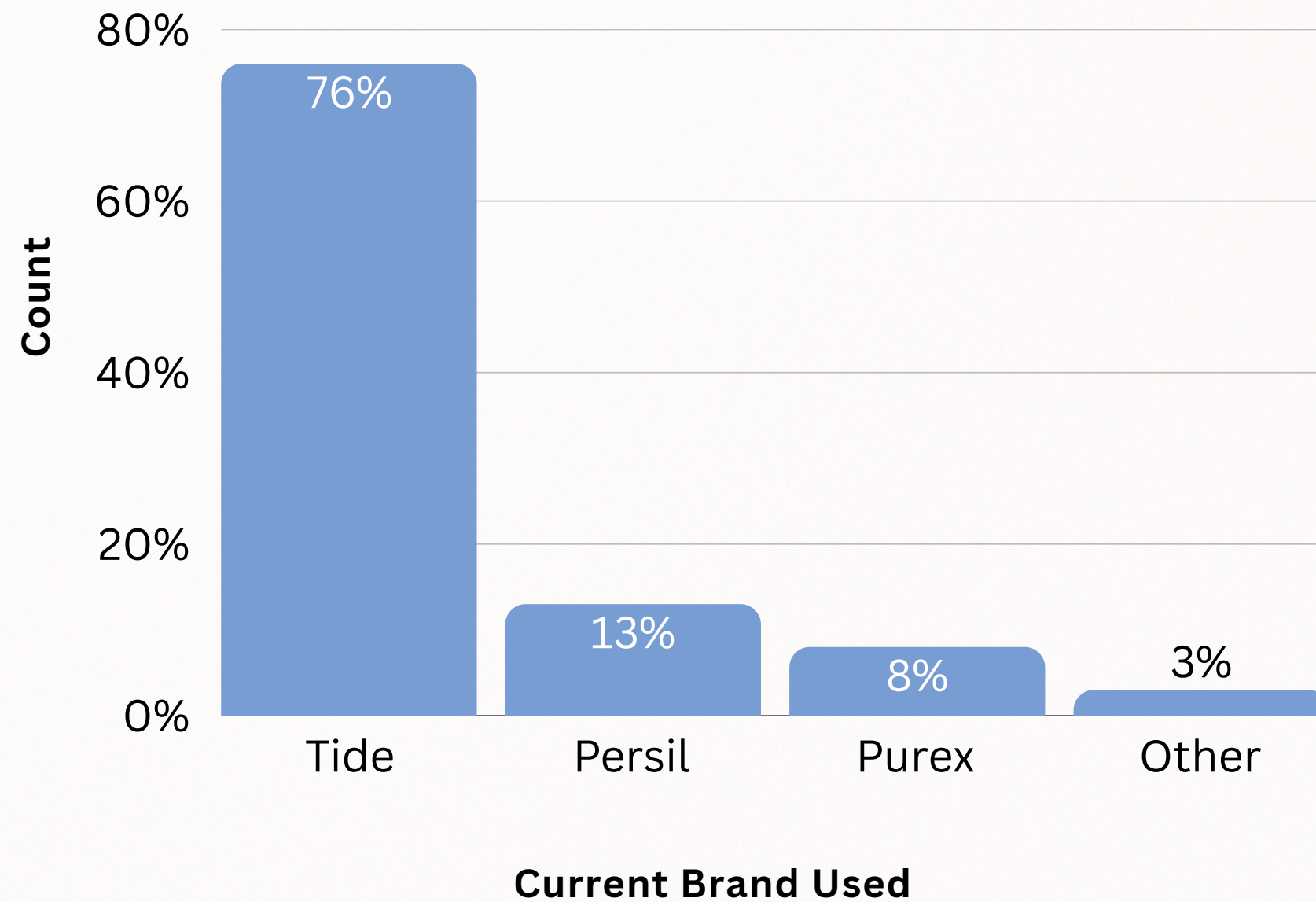


Do you usually share your liquid laundry detergent with your roommate(s)?

Major Findings

How does this consumer group use liquid detergent?

What brand of liquid laundry detergent are you currently using?



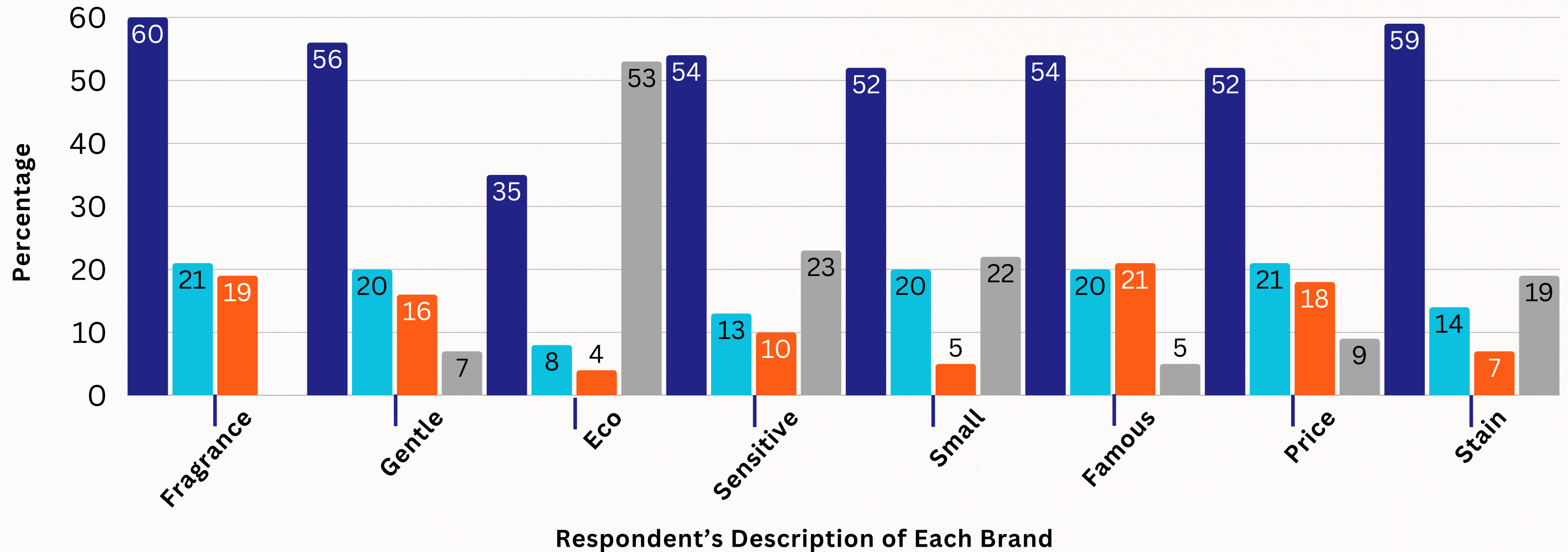
Tide is the top choice for **76%** of university students aged **18-29** within Canada.

Major Findings

How does this consumer group feel about the current laundry detergent product offerings?

Here are some statements that describe liquid laundry detergent brands. For each statement, please select ALL liquid laundry detergents you think it applies to.

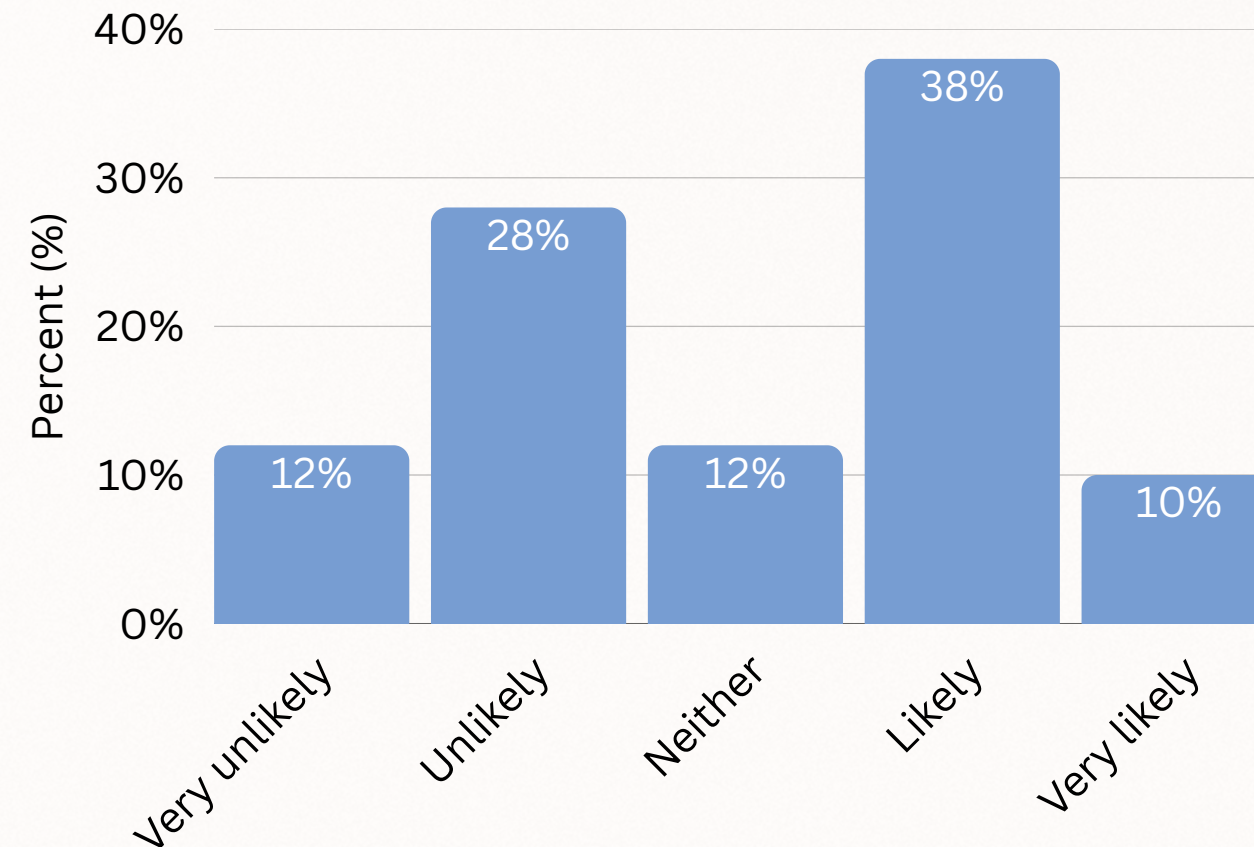
● Tide ● Persil ● Purex ● None



Major Findings

Is this consumer group interested in buying a smaller pack size of Tide liquid laundry detergent?

48% of respondents said that they are **likely or very likely** to buy the new detergent pack size.



Likelihood of Purchasing 0.7L detergent

Tide is now launching a smaller bottle of “Tide Original Scent” which is 0.7 L (24 fl oz) and enough for 16 loads. The price of this liquid detergent is \$6.49 per bottle.

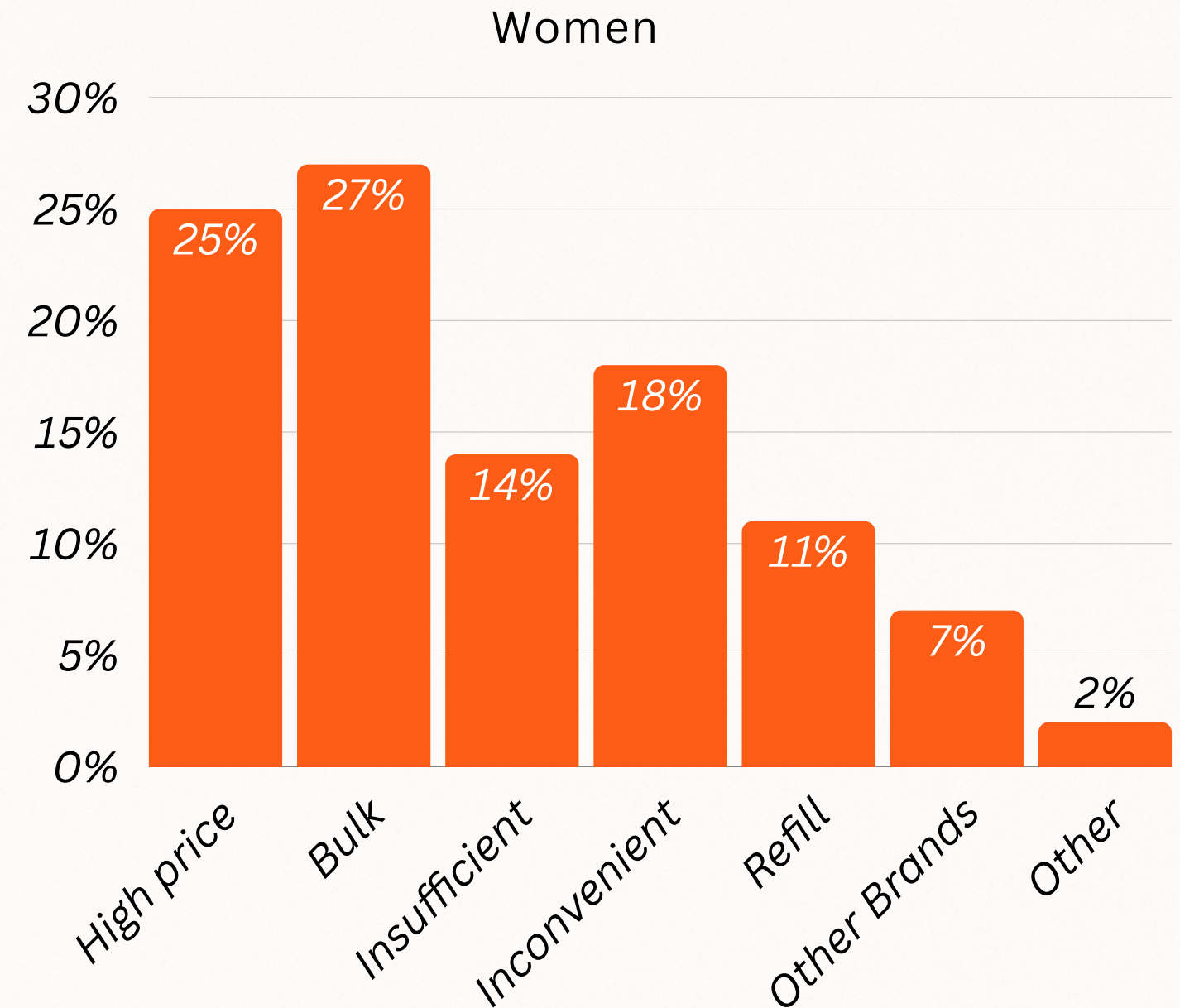
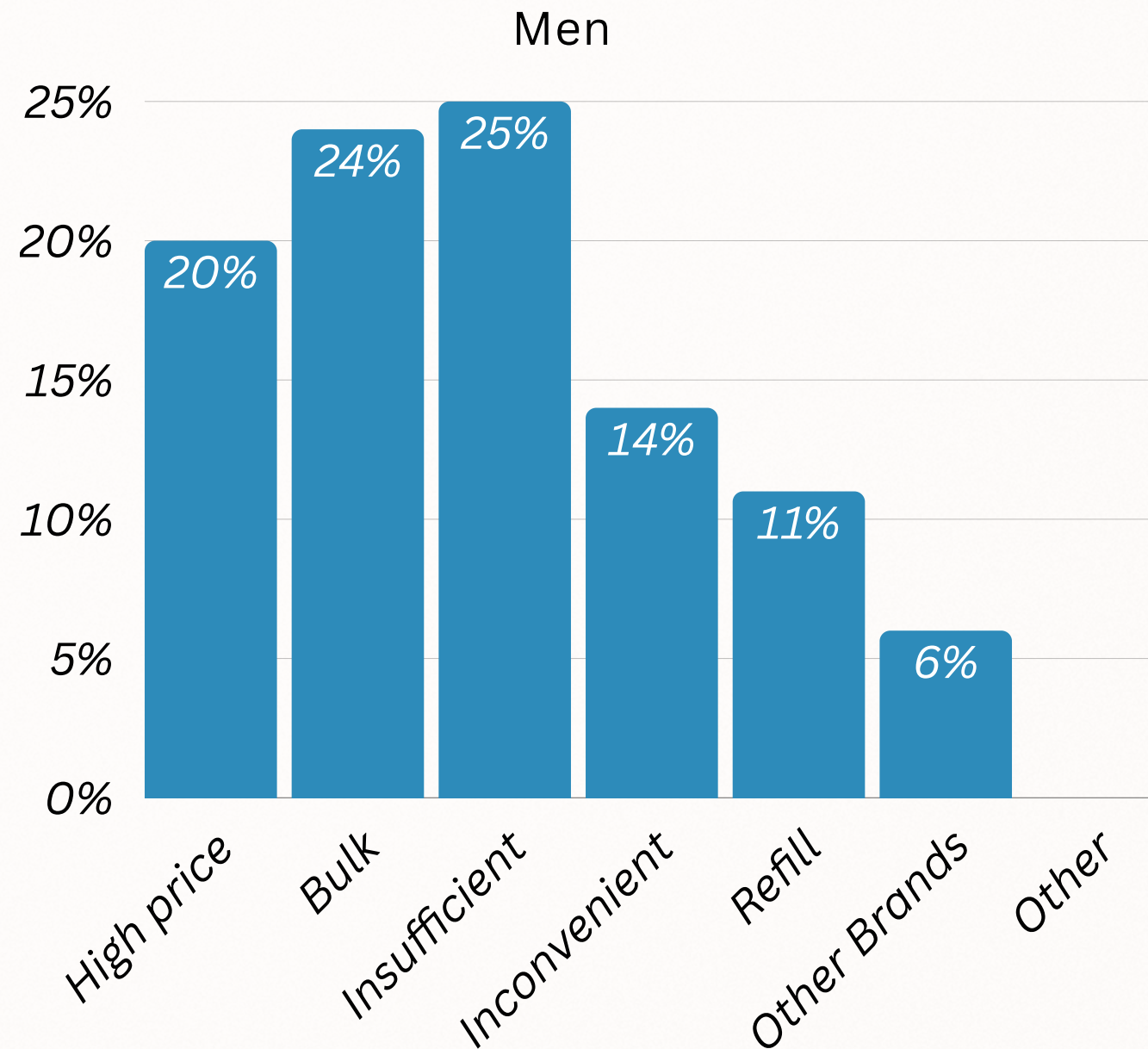
If you were to buy a liquid laundry detergent now, how likely or unlikely would you buy this product?

Major Findings

Base Size for Men: 96
Base Size for Women: 96

Is this consumer group interested in buying a smaller pack size of Tide liquid laundry detergent?

Why are you not likely to buy this liquid laundry detergent?



For male respondents the top factor for not buying is preferring to buy in bulk for better value.

For female respondents the top factor for not buying is that 16 loads are not enough for their laundry needs.

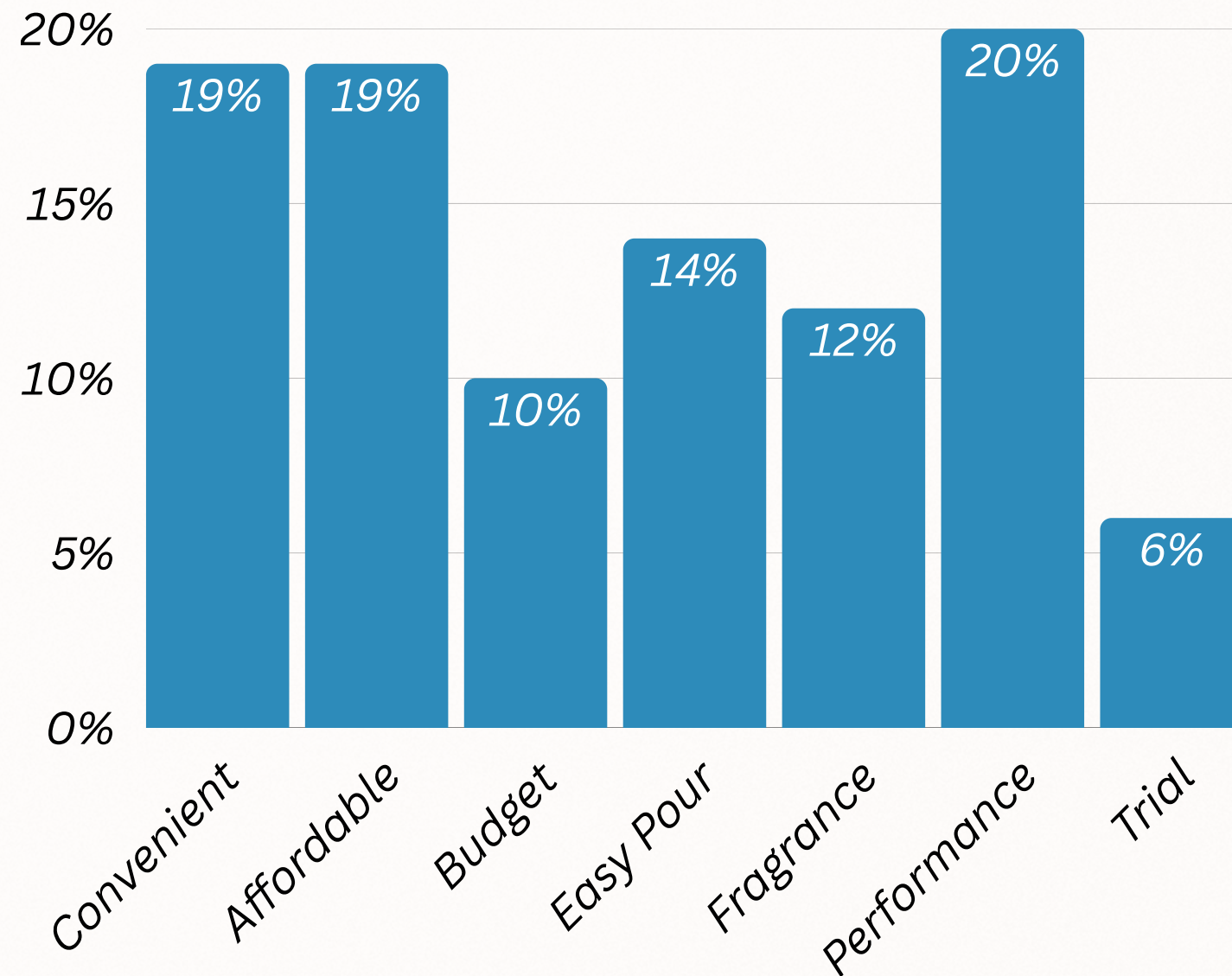
Major Findings

Base Size for Men: 120
Base Size for Women: 128

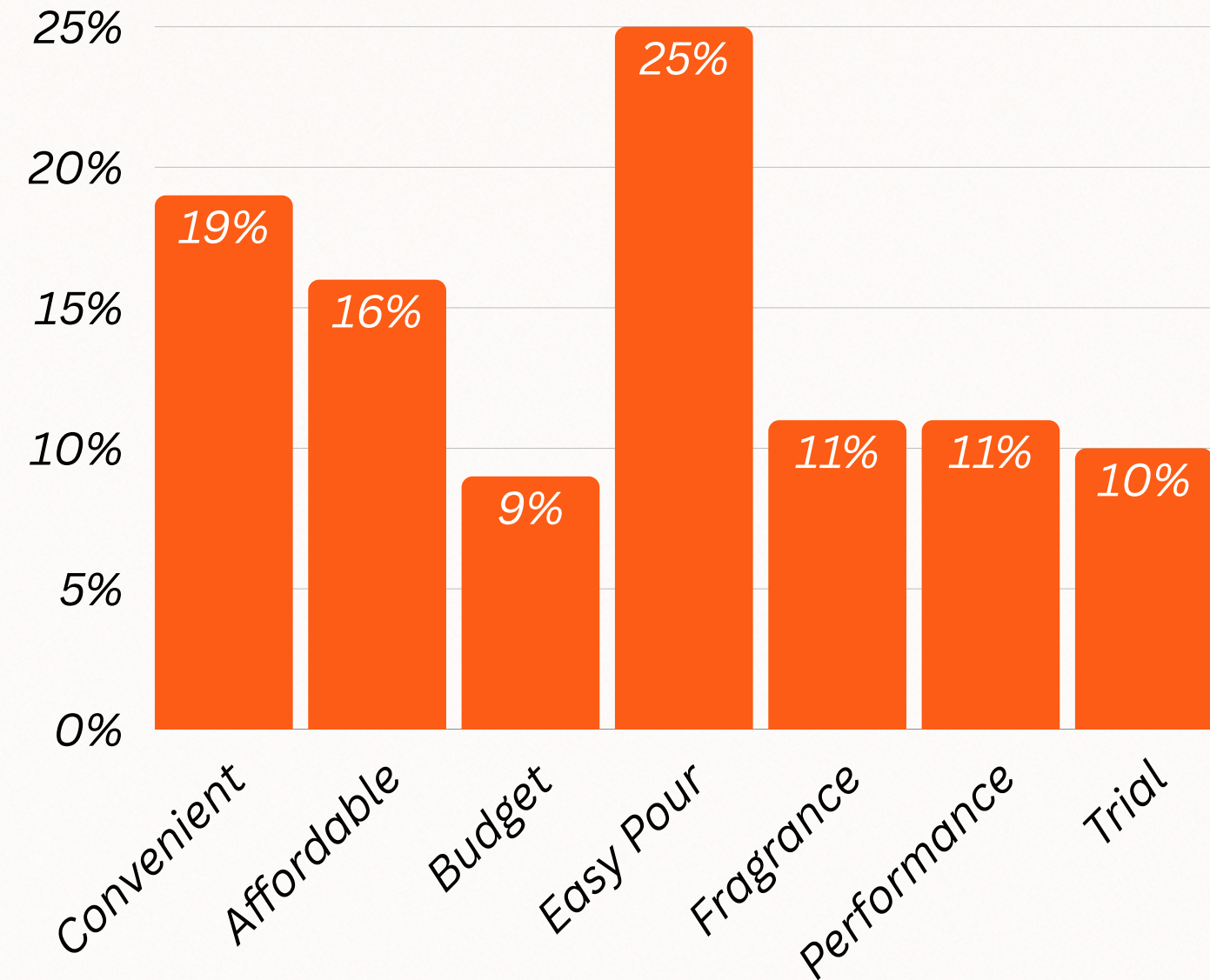
Is this consumer group interested in buying a smaller pack size of Tide liquid laundry detergent?

Why are you likely to buy this liquid laundry detergent?

Men



Women



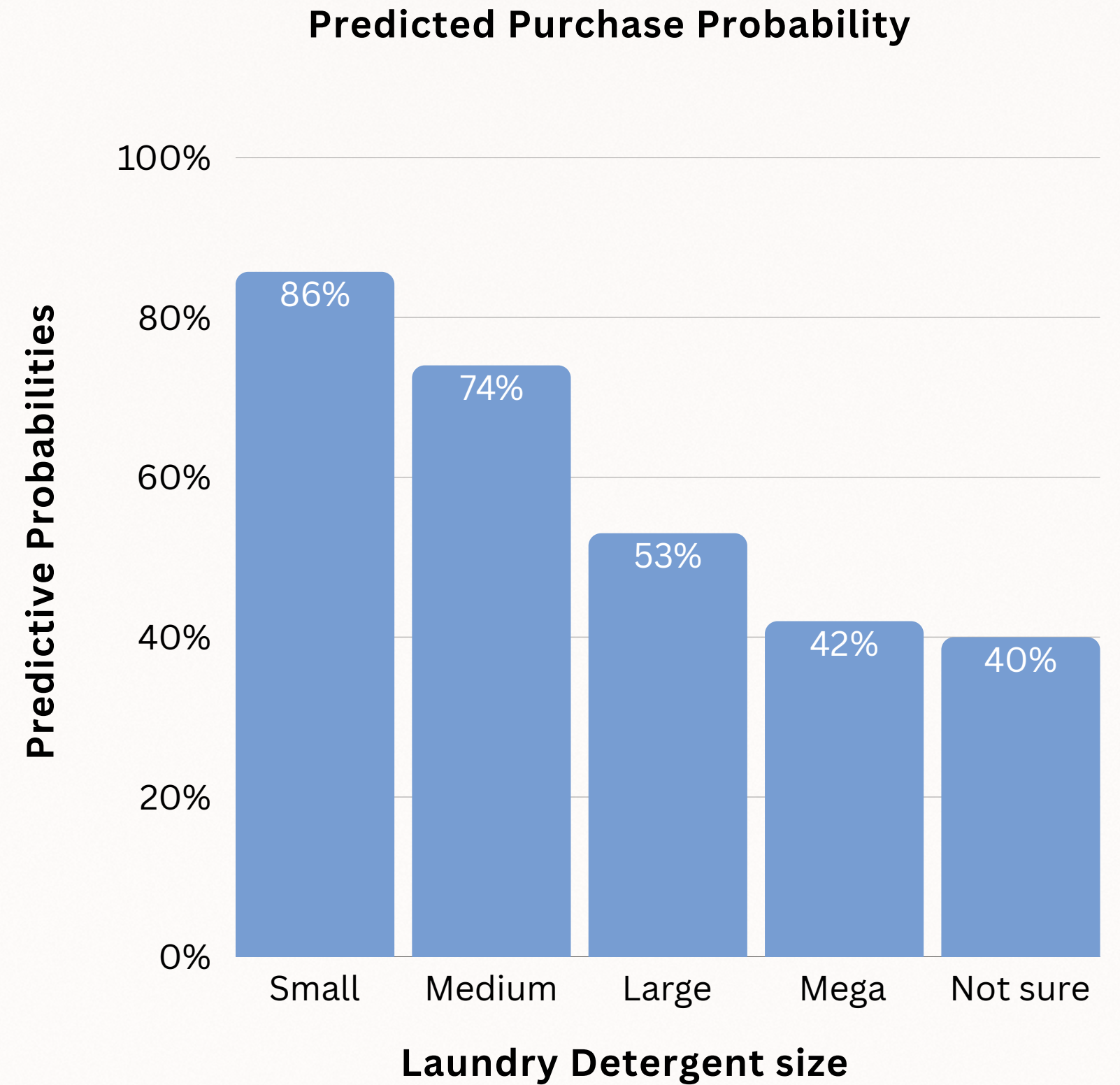
For male respondents the top purchasing factor is trust in Tide's cleaning performance.

For female respondents the top purchasing factor is that its easier to pour from a small bottle.

Analysis

Does current size of laundry detergent predict future purchase decisions

	coefficient	SE	Z	P
intercept	1.791759	0.381881	4.691928	2.71E-06
Medium	-0.75031	0.417156	-1.79862	0.072
Large	-1.65823	0.423457	-3.91593	<0.001
Mega	-2.12823	0.434385	-4.89941	<0.001
Not Sure	-2.19722	0.5	-4.39445	<0.001



Final Recommendations

1. Proceed with Launch

- The respondents who purchase small and medium-sized bottles had the highest predicted likelihood of purchase, meaning Tide should prioritize targeting consumers who currently purchase small and medium bottles, as they are the most inclined to adopt the new format.

2. Maintain price & offer student promotions

- Due to the 28% of respondents who were unlikely to buy the 24-oz bottle at \$6.49, P&G should:
 - Offer “Back-to-School” specials for the month of September, such as buy 2 get 1 50% off
 - Offer a 10% student discount after showing your student ID at near-campus locations.

3. Market bottle as easy to pour and high cleaning performance

- Convenience and performance were key purchasing drivers for respondents who were likely to purchase the 24-oz bottle
 - P&G should emphasize this through ads and social media by featuring university students using the 24-oz bottle in realistic, small-space living environments.

4. Focus on existing Tide users

- With 76% of respondents already using Tide, P&G should prioritize targeting existing users, who have strong brand trust and are more receptive to adopting new formats.

5. Target consumers who do not share detergent

- 71% of male and 68% of female respondents do not share detergent.
 - Market the 24-oz bottle as a “Solo Size”, showing affordability and convenience for individual users

Summary

- Research shows strong market potential for P&G's launch of Tide's new 24-oz liquid detergent among Canadian university students not living at home
- This demographic demonstrated that they value convenience, portability and affordability
- Tide is already the dominant laundry detergent brand among students, with 76% of respondents currently using it
- Price concerns remain a barrier for some students, with high price being the second-highest reason for not purchasing the new pack size
- Overall results indicate strong potential for the 24-oz bottle
- Taking into account the final recommendations, Tide can expand its reach within the student segment by emphasizing convenience, maintaining an affordable price point and supporting the launch with student promotions.
- Tide's new 24-oz pack size can be the go-to laundry detergent for busy student who want a reliable, affordable, and space-saving solution that fits their lifestyle



Thank you.