IDENTIFYING THE INFLUENCING ATTRIBUTES FOR BRAND PREFERENCE IN SURFACE SANITIZERS – A STUDY USING CONJOINT ANALYSIS

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ABSTRACT

This study determines customers' brand preference in Surface sanitizers. This study intends to find out the attributes that influence brand preference in surface sanitizers. Conjoint analysis was used to find the influencing details. Five attributes were considered for the study. Brand Name, Variants, Size (SKUs), Price, Product features (USP) were taken. The levels in each of the attributes were taken for the study. Eighteen (18) profiles consisting of the various combinations of the characteristics selected and classes in each feature were generated using orthogonal design in IBM SPSS software package. A survey was conducted among 502 respondents who are users of surface sanitizers. The respondents were asked to rank the profiles based on their preferences. The integrated analysis was then executed using conjoint command syntax on the rated product profiles. From the Conjoint analysis, parameters such as Utility Scores, Importance Values, Coefficients, and Correlations were found; from the research, it can be concluded that a user of surface sanitizer would most prefer the features. Package design is of more importance when marketing surface sanitizers followed by the brand name. Surface sanitizers' price and size should take multiple priorities. In contrast, the inclusion of an antiseptic ingredient took minor importance. Branding has always been an imperative facet of marketing, and the marque is a powerful differentiator in the highly competitive market space.

Keywords: Brand preference, conjoint analysis, customers' preference, surface sanitizers

INTRODUCTION

Surface Sanitizers, home cleansers, and personal cleansers were once considered augmented products, but now, due to the pandemic situation and post covid-19, these products are considered essential products. There are a lot of new variants of products launched recently in this category. For example, leading brands like Savlon and Dettol have introduced surface sanitizers. Many upcoming products are also there, and cleansers -clean vegetables, food items, laundry, and electronic gadgets. But a lesser-known fact is what customers look into in purchasing this product, what attributes they consider in selecting the brands, and the products. This research study will address this gap by identifying the various product attributes that customers believe in choosing

sanitizers. This study has used conjoint analysis to determine the essential features according to customers who purchase a particular brand.

Brand Preference is a study of customer loyalty, effective advertising, and brand strengths. It represents customer loyalty, effective advertising, and brand strength that it chooses a difference in a relevant company's product or services.

Conjoint analysis is a survey-based statistical technique used in market research that helps determine how people value different attributes (functionalities, tasks, benefits). The method is ideally suited to studying customers' decision-making processes and determining trade-offs. It is a survey-based statistical technique used in market research that helps determine how people value different attributes (characteristics, operations, benefits) and can be described as a set of techniques ideally suited to studying customers' decision-making Surface cleaning is a chemical intermediate that cleaners are designed to synchronize or remove microorganisms on dull surfaces. Disinfectants kill more germs than cleaners. Disinfectants are often used in hospitals, kitchens, dental surgeries, and bathrooms to kill infections. Disinfectants are chemical agents used in insensible objects to kill fungi, bacteria, viruses, fungi that live in organisms. The drug exposure should be listed with the (EPA) Environmental Protection Agency.

The crux of this study is to determine the comparative importance of attributes that influence consumers' choice in selecting surface sanitizers.

REVIEW OF LITERATURE

Consumer decisions to repurchase the brand and repeat their experiences will not occur unless it results in good predispositions towards a particular brand among the alternatives (Reham Ebrahima,b, Ahmad Ghoneima, Zahir Irania and Ying Fanc, 2016). A brand serves as an assurance to the customers about product performance. The brand promises the customer to deliver the stated benefits. Customers prefer those brands which fulfill or outperform their requirements (Deepa Ingavale, Anil Govindrao Suryavanshi & Kedar Vijay Marulkar, 2012). Consumer perception towards a brand is an essential aspect of the marketing mix (Gabor & Contiu, 2012).

Schmitt (2012) describes a comprehensive model of five brand-related processes: identifying, experiencing, integrating, signaling, and connecting with the brand. The personal experience of using a brand can be of assorted shapes from the unique experience of using an indistinguishable product without the brand (Sheena & Naresh, 2012). Brands can form relations with other brands. Brands can be anthropomorphized, and many of them are appreciated as cultural symbols. Finally, consumers can organize communities around brands. Consumers know and experience these characteristics about brands and respond to them. The model presented here accounts for these essential characteristics of brands (Schmitt, 2012).

Academics and practitioners strongly believe that brand reputation is becoming increasingly important. Brands should have a positive reputation to be successful and profitable (Veloutsou & Moutinho, 2009). Often, consumers will tend to choose a brand that they consider congruent with their self-image. In this way, on an individual basis, each consumer will try to reflect their own identity through choice. When part of a larger social group, consumer choices tend to converge to a specific pattern, thus forming the basics of individual social identity (Cătălin, Andreea, 2014).

Brand preference is regarded as a critical step in consumer decision-making, involving elements of choice. In establishing brand preference, consumers compare and rank different brands by focusing on their uniqueness defined brand preference as "the extent to which the customer favors the designed service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set," with a consideration set referring to brands that a consumer would consider buying soon (Jin & Weber, 2013). Also, customer's advisory has a positive effect on establishing a positive impact on brand and consumer preferences (Güngör & Bilgin, 2011

Jürgen Gebel, Martin Exner, Gary French, Yves Chartier, Bärbel Christiansen, Stefanie Gemein, Peter Goroncy-Bermes, Philippe Hartemann, Ursel Heudorf, Axel Kramer, Jean-Yves Maillard, Peter Oltmanns, Manfred Rotter, Hans-Günther Sonntag (2013) had described about the danger of transmission is stagy by the extent of the infection, which is less for many nosocomial pathogens. The ubiety of pathogens in surfaces, even at decreased concentrations, always carries the danger of transmission. It was broadly accepted that proper use of antimicrobics donates to the sway of pathogens in explosive situations as part of a bundle strategy.

Cleaning involves removing visible soil and nonvisible microbes. Cleaning does not usually kill microbes but instead reduces their presence by removing them (Khan, M.H. & Yadav, H. 2020).

OBJECTIVES

> ➢ To identify the product attributes that consumers value in the purchase of surface sanitizers.

> ➢ To identify the product attributes that influences brand preference.

> ➢ To identify through conjoint analysis the most valued attribute that motivates to purchase surface sanitizers.

RESEARCH METHODOLOGY

The data were collected from the primary source. The Sampling technique used in this study was snowball sampling. The sample was chosen randomly and entirely by the chase. The sample size was 502 and collected from Coimbatore city, India. The focus of the analysis was given in the Conjoint analysis. From the following table, Cronbach's alpha is 0.872, which indicated a higher level of reliability and consistency of data used for this study.

Table 1: Reliability Statistics	
Cronbach's Alpha	N of Items
.872	18

Least squares will be used to confirm orthogonal designs for factors of two levels since these contrasts are orthogonal, permitting each coefficient to be derived independently of the other variables in the model.

Table 2: Orthogonal Design			
Attributes	**Levels**		
A1 Brand name	L1 Dettol	L2 Savlon	L3 Mr. muscle
A2 Variant	L1 spring blossom, original pine	-	-
A3 Size	L1 225ML	L2 230ML	L3 750ML
A4 Price	L1 Rs 135	L2 Rs 143	L3 Rs 500
A5 Nature of cleaning	L1 99.9%	L2 99.9%	L3 99.9%

A6 Features	L1 kills 99.9% of germs, bacteria, and viruses, it is proven effective against cold, flu, H1N1, and Covid 19 virus.	L2 Effective 99.99% germ protection; kills a wide range of germs; It can be used on both hard and soft surfaces; Pleasant fresh fragrance.	L3, kills 99.9% of virus and bacteria; dual nozzle for horizontal and vertical surface; no harsh smells during cleaning.
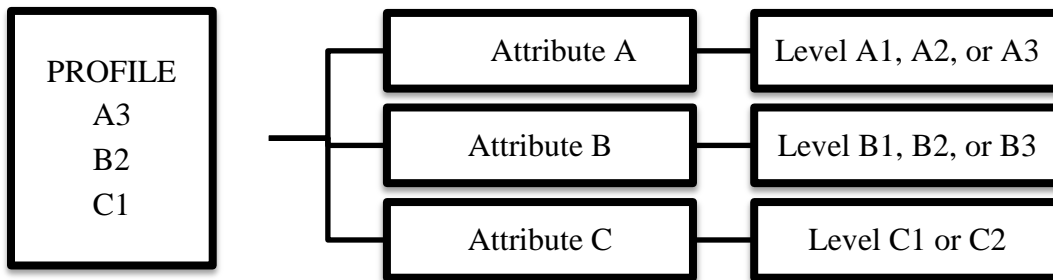
Relationship Between Profiles, Attributes, and Levels.

In the case of having N attributes with k levels each, the number of profiles or stimuli that must be evaluated is:

$$k \cdot k \cdots k = k^N$$

$$N \text{ times}$$

5^3= 5*5*5= 125

1^2 =2   125*2= 250

For example, if we have six attributes with three levels each, the numbers of profiles to be evaluated are 36 = 729. Suppose there are two more attributes with the same number of groups, in other words. In that case, with eight characteristics with three levels each, the number of stimuli will increase significantly since the number of profiles to be evaluated becomes 6,561. If the number of classes varies between the

attributes, for example, N attributes with k levels, and M attributes with l levels. The number of stimuli to be evaluated is:

$$k \cdot k \cdots k \cdot l \cdot l \cdots l = k^N \cdot l^M$$

N times   M times

ANALYSIS AND FINDINGS

Card List

				Table 3: Card List			
S. No	Card Id	Brand	Variant	SKU	Price	Cleaning	Features
1	1	Savlon	Spring Blossom	225 Ml	Rs 143	99.9%	Removes Dirt And Grease
2	2	Dettol	Original Pine	750 Ml	Rs 143	99.9%	Kills Germs
3	3	Mr. Muscle	Original Pine	225 Ml	Rs 143	99.9%	Removes Dirt And Grease
4	4	Mr. Muscle	Original Pine	750 Ml	Rs 143	99.9%	Kills Germs
5	5	Savlon	Original Pine	230 Ml	Rs 500	99.9%	Kills Germs
6	6	Dettol	Spring Blossom	225 Ml	Rs 500	99.9%	Kills Germs
7	7	Dettol	Original Pine	230 Ml	Rs 135	99.9%	Removes Dirt And Grease
8	8	Savlon	Original Pine	750 Ml	Rs 500	99.9%	H1n1, Cold, Flu, Covid 19
9	9	Dettol	Spring Blossom	750 Ml	Rs 500	99.9%	Removes Dirt And Grease
10	10	Mr. Muscle	Original Pine	230 Ml	Rs 500	99.9%	Removes Dirt And Grease
11	11	Savlon	Original	225 Ml	Rs 135	99.9%	Kills Germs

			Pine				
12	12	Savlon	Spring Blossom	230 Ml	Rs 143	99.9%	H1n1, Cold, Flu, Covid 19
13	13	Mr. Muscle	Spring Blossom	750 Ml	Rs 135	99.9%	H1n1, Cold, Flu, Covid 19
14	14	Mr. Muscle	Original Pine	225 Ml	Rs 500	99.9%	H1n1, Cold, Flu, Covid 19
15	15	Dettol	Original Pine	225 Ml	Rs 135	99.9%	H1n1, Cold, Flu, Covid 19
16	16	Mr. Muscle	Spring Blossom	230 Ml	Rs 135	99.9%	Kills Germs
17	17	Dettol	Original Pine	230 Ml	Rs 143	99.9%	H1n1, Cold, Flu, Covid 19
18	18	Savlon	Original Pine	750 Ml	Rs 135	99.9%	Removes Dirt And Grease

Frequency

Table 4: Profile Number 1						
Card Id	**Brand**	**Variant**	**SKU**	**Price**	**Cleaning**	**Features**
1	Savlon	Spring Blossom	225 Ml	Rs 143	99.9%	Removes Dirt And Grease

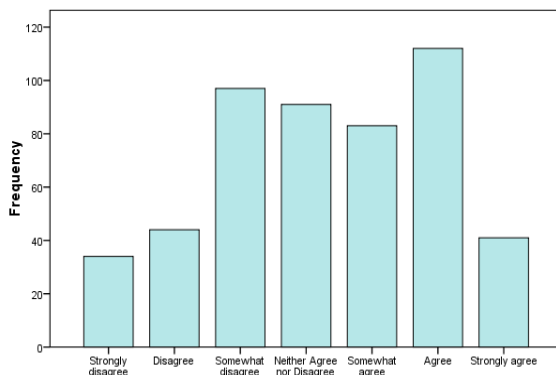| Table 5: Frequency of PN1		Frequency	Percent
Valid	Strongly disagree	34	6.8
	Disagree	44	8.8
	Somewhat disagree	97	19.3
	Neither Agree nor Disagree	91	18.1
	Somewhat agree	83	16.5
	Agree	112	22.3
	Strongly agree	41	8.2
	Total	502	100.0

Figure 1: Profile 1

Interpretation

From the above table, it is inferred that many of the respondents agree that they prefer profile 1 where the brand is Savlon, the variant is Spring Blossom, and SKU is 225 ml with a price of Rs143.

Table 6: Profile Number 2						
Card Id	Brand	Variant	Sku	Price	Cleaning	Features
2	Dettol	Original Pine	750 Ml	Rs 143	99.9%	Kills Germs

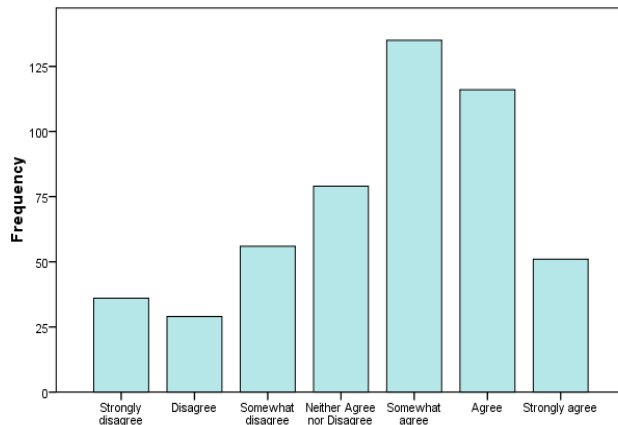| Table 7: Frequency of PN2		Frequency	Percent
Valid	Strongly disagree	36	7.2
	Disagree	29	5.8
	Somewhat disagree	56	11.2
	Neither Agree nor Disagree	79	15.7
	Somewhat agree	135	26.9
	Agree	116	23.1
	Strongly agree	51	10.2
	Total	502	100.0

Figure 2: Profile 2

Interpretation

From the above table, it is inferred that the majority of the respondents agree that they prefer profile 2 where the brand is Dettol, the variant is original pine, and SKU is 750 ml with a price of Rs143.

Table 8: Profile Number 3					
Card Id	**Brand**	**Variant**	**Sku**	**Price**	**Cleaning**	**Features**
3	Mr Muscle	Original Pine	225 Ml	Rs 143	99.9%	Removes Dirt and Grease

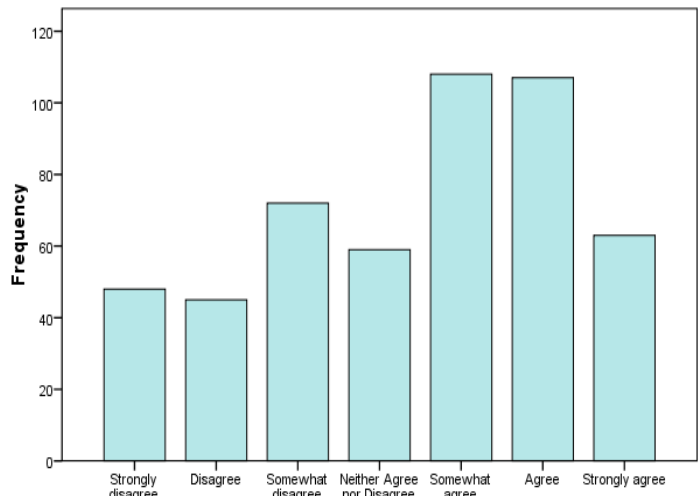| Table 9: Frequency of PN3		Frequency	Percent
Valid	Strongly disagree	48	9.6
	Disagree	45	9.0
	Somewhat disagree	72	14.3
	Neither Agree nor Disagree	59	11.8
	Somewhat agree	108	21.5
	Agree	107	21.3
	Strongly agree	63	12.5
	Total	502	100.0

Figure 3: Profile 3

Interpretation

From the above table, it is inferred that many of the respondents agree that they prefer profile 3 where the brand is Mr. Muscle, the variant is original pine, and SKU is 225 ml with a price of Rs143.

Table 10: Profile Number 4						
Card Id	**Brand**	**Variant**	**SKU**	**Price**	**Cleaning**	**Features**
4	Mr. Muscle	Original Pine	750 Ml	Rs 143	99.9%	Kills Germs

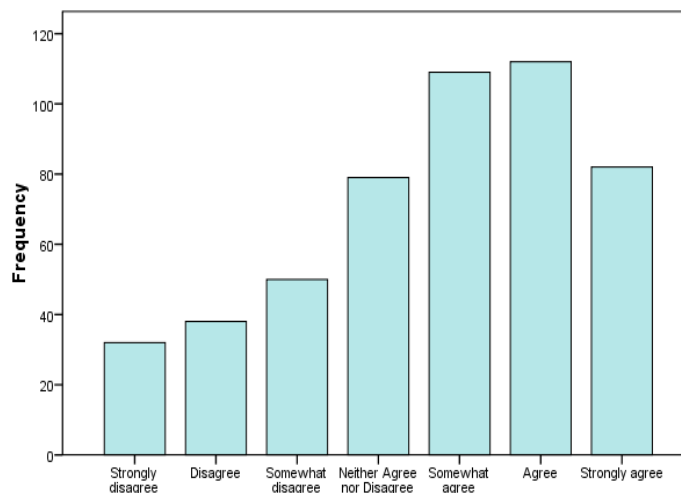| Table 11: Frequency of PN4		Frequency	Percent
Valid	Strongly disagree	32	6.4
	Disagree	38	7.6
	Somewhat disagree	50	10.0
	Neither Agree nor Disagree	79	15.7
	Somewhat agree	109	21.7
	Agree	112	22.3
	Strongly agree	82	16.3
	Total	502	100.0

Figure 4: Profile 4

Interpretation

From the above table, it is inferred that most of the respondents agree that they prefer profile I where the brand is Mr. Muscle, the variant is original pine, and SKU is 750 ml with a price of Rs143.

Table 12: Profile Number 5						
Card Id	**Brand**	**Variant**	**SKU**	**Price**	**Cleaning**	**Features**
5	Savlon	Original Pine	230 Ml	Rs 500	99.9%	Kills Germs

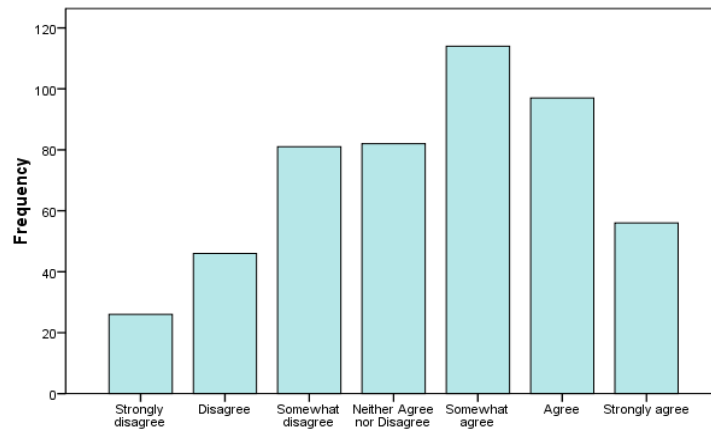| **Table 13: Frequency of PN5**		Frequency	Percent
Valid	Strongly disagree	26	5.2
	Disagree	46	9.2
	Somewhat disagree	81	16.1
	Neither Agree nor Disagree	82	16.3
	Somewhat agree	114	22.7
	Agree	97	19.3
	Strongly agree	56	11.2
	Total	502	100.0

Figure 5: Profile 5

Interpretation

From the above table, it is inferred that many of the respondents agree that they prefer profile 5 where the brand is Savlon, the variant is original pine, and SKU is 230 ml with a price of Rs500.

Table 14: Profile Number 6						
Card Id	**Brand**	**Variant**	**SKU**	**Price**	**Cleaning**	**Features**
6	Dettol	Spring Blossom	225 Ml	Rs 500	99.9%	Kills Germs

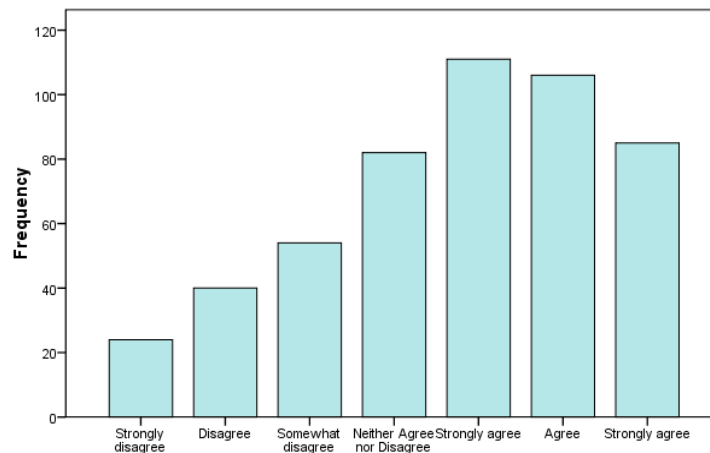| **Table 15: Frequency of PN6**		Frequency	Percent
Valid	Strongly disagree	24	4.8
	Disagree	40	8.0
	Somewhat disagree	54	10.8
	Neither Agree nor Disagree	82	16.3
	Strongly agree	111	22.1
	Agree	106	21.1
	Strongly agree	85	16.9
	Total	502	100.0

Figure 6: Profile 6

Interpretation

From the above table, it is inferred that most of the respondents agree that they prefer profile 6 where the brand is Dettol, the variant is Spring Blossom, and SKU is 225 ml with a price of Rs500.

Table 16: Profile Number 7						
Card Id	**Brand**	**Variant**	**SKU**	**Price**	**Cleaning**	**Features**
7	Dettol	Original Pine	230 Ml	Rs 135	99.9%	Removes Dirt and Grease

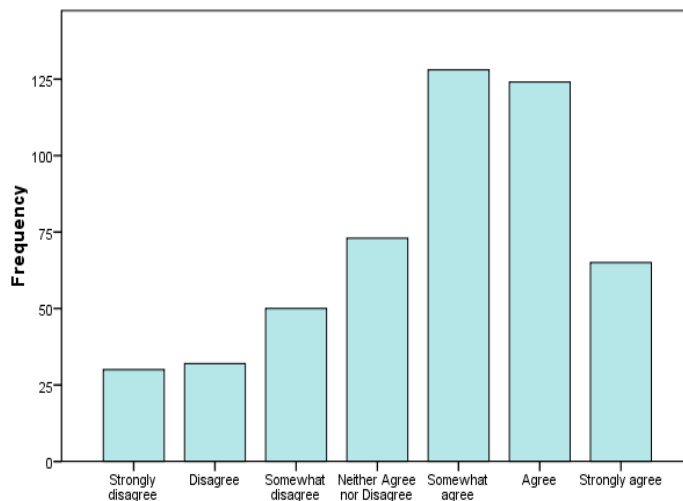| Table 17: Frequency of PN7		Frequency	Percent
Valid	Strongly disagree	30	6.0
	Disagree	32	6.4
	Somewhat disagree	50	10.0
	Neither Agree nor Disagree	73	14.5
	Somewhat agree	128	25.5
	Agree	124	24.7
	Strongly agree	65	12.9
	Total	502	100.0

Figure 7: Profile 7

Interpretation

From the above table, it is inferred that many of the respondents agree that they prefer profile 7 where the brand is Dettol, the variant is original pine, and SKU is 230 ml with a price of Rs135.

Table 18: Profile Number 8						
Card Id	**Brand**	**Variant**	**SKU**	**Price**	**Cleaning**	**Features**
8	Savlon	Original Pine	750 Ml	Rs 500	99.9%	H1n1, Cold, Flu, Covid 19

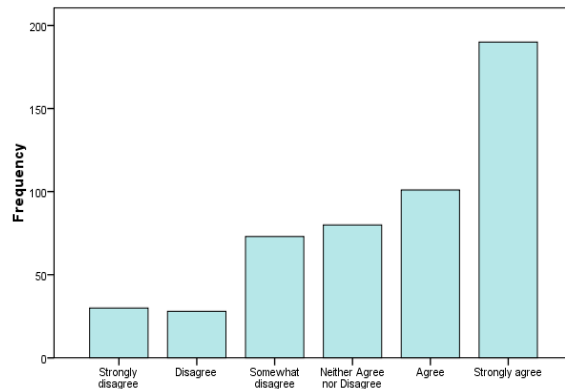| Table 19: Frequency of PN8		Frequency	Percent
Valid	Strongly disagree	30	6.0
	Disagree	28	5.6
	Somewhat disagree	73	14.5
	Neither Agree nor Disagree	80	15.9
	Agree	101	20.1
	Strongly agree	190	37.8
	Total	502	100.0

Figure 8: Profile 8

Interpretation

From the above table, it is inferred that most of the respondents agree that they prefer profile 8 where the brand is Savlon, the variant is original pine, and SKU is 750 ml with a price of Rs500.

Table 20: Profile Number 9						
Card Id	**Brand**	**Variant**	**SKU**	**Price**	**Cleaning**	**Features**
9	Dettol	Spring Blossom	750 Ml	Rs 500	99.9%	Removes Dirt And Grease

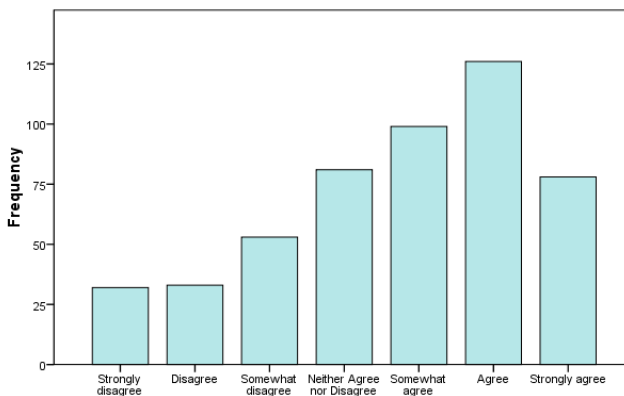| **Table 21: Frequency of PN9**		Frequency	Percent
Valid	Strongly disagree	32	6.4
	Disagree	33	6.6
	Somewhat disagree	53	10.6
	Neither Agree nor Disagree	81	16.1
	Somewhat agree	99	19.7
	Agree	126	25.1
	Strongly agree	78	15.5
	Total	502	100.0

Figure 9: Profile 9

Interpretation

From the above table, it is inferred that most of the respondents agree that they prefer profile 9 where the brand is Dettol, the variant is Spring Blossom, and SKU is 750 ml with a price of Rs500.

Table 22: Profile Number 10						
Card Id	Brand	Variant	SKU	Price	Cleaning	Features
10	Mr. Muscle	Original Pine	230 Ml	Rs 500	99.9%	Removes Dirt And Grease

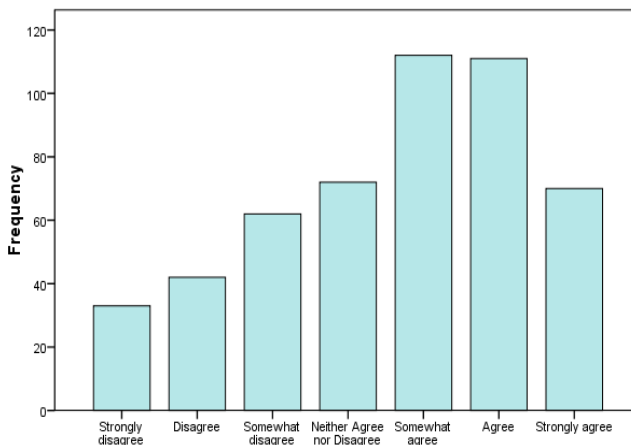| Table 23: Frequency of PN10		Frequency	Percent
Valid	Strongly disagree	33	6.6
	Disagree	42	8.4
	Somewhat disagree	62	12.4
	Neither Agree nor Disagree	72	14.3
	Somewhat agree	112	22.3
	Agree	111	22.1
	Strongly agree	70	13.9
	Total	502	100.0

Figure 10: Profile 10

Interpretation

From the above table, it is inferred that the majority of the respondents agree that they prefer profile 10 where the brand is Mr. Muscle, the variant is original pine, and SKU is 230 ml with a price of Rs500.

Table 24: Profile Number 11					
Card Id	Brand	Variant	SKU	Price	Cleaning	Features
11	Savlon	Original Pine	225 Ml	Rs 135	99.9%	Kills Germs

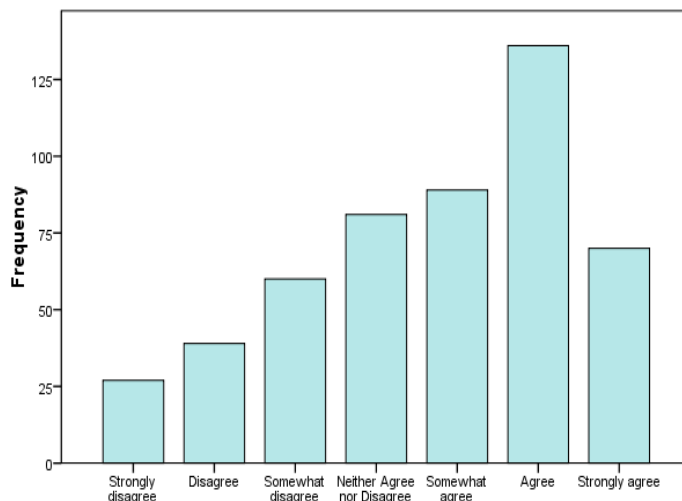| Table 25: Frequency of PN11		Frequency	Percent
Valid	Strongly disagree	27	5.4
	Disagree	39	7.8
	Somewhat disagree	60	12.0
	Neither Agree nor Disagree	81	16.1
	Somewhat agree	89	17.7
	Agree	136	27.1
	Strongly agree	70	13.9
	Total	502	100.0

Figure 11: Profile 11

Interpretation

From the above table, it is inferred that many of the respondents agree that they prefer profile 11 where the brand is Savlon, the variant is original pine, and SKU is 225 ml with a price of Rs135.

Table 26: Profile Number 12					
Card Id	**Brand**	**Variant**	**SKU**	**Price**	**Cleaning**	**Features**
12	Savlon	Spring Blossom	230 Ml	Rs 143	99.9%	H1n1, Cold, Flu, Covid 19

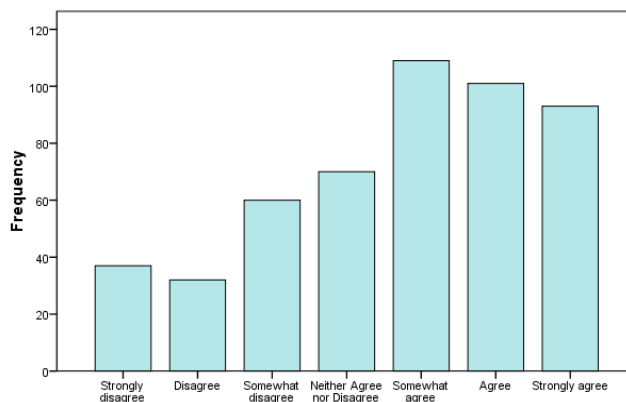| **Table 27: Frequency of PN12**		Frequency	Percent
Valid	Strongly disagree	37	7.4
	Disagree	32	6.4
	Somewhat disagree	60	12.0
	Neither Agree nor Disagree	70	13.9
	Somewhat agree	109	21.7
	Agree	101	20.1
	Strongly agree	93	18.5
	Total	502	100.0

Figure 12: Profile 12

Interpretation

From the above table, it is inferred that the majority of the respondents agree that they prefer profile 12 where the brand is Savlon, the variant is Spring Blossom, and SKU is 230 ml with a price of Rs143.

Table 28: Profile Number 13						
Card Id	**Brand**	**Variant**	**SKU**	**Price**	**Cleaning**	**Features**
13	Mr. Muscle	Spring Blossom	750 Ml	Rs 135	99.9%	H1n1, Cold, Flu, Covid 19

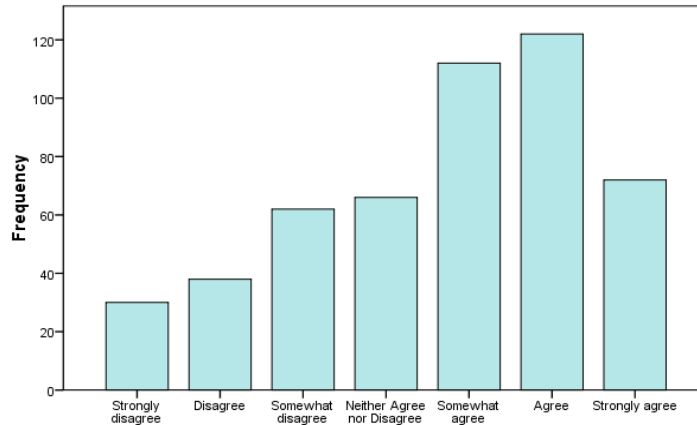| Table 29: Frequency of PN13		Frequency	Percent
Valid	Strongly disagree	30	6.0
	Disagree	38	7.6
	Somewhat disagree	62	12.4
	Neither Agree nor Disagree	66	13.1
	Somewhat agree	112	22.3
	Agree	122	24.3
	Strongly agree	72	14.3
	Total	502	100.0

Figure 13: Profile 13

Interpretation

From the above table, it is inferred that most of the respondents agree that they prefer profile 13 where the brand is Mr. Muscle, the variant is Spring Blossom, and SKU is 750 ml with a price of Rs135.

Table 30: Profile Number 14					
Card Id	**Brand**	**Variant**	**SKU**	**Price**	**Cleaning**	**Features**
14	Mr. Muscle	Original Pine	225 Ml	Rs 500	99.9%	H1n1, Cold, Flu, Covid 19

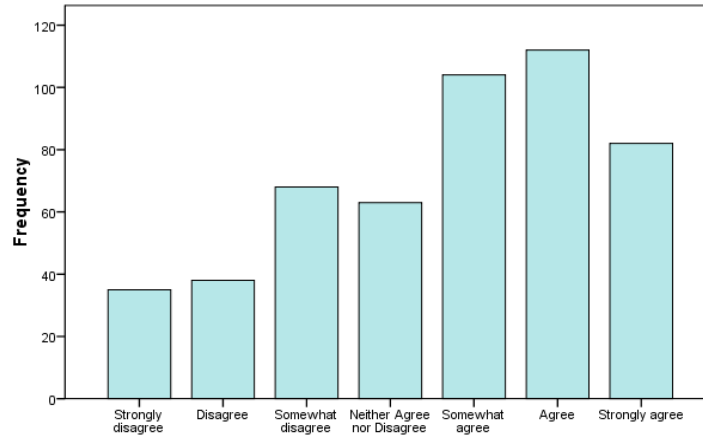| Table 31: Frequency of PN14		Frequency	Percent
Valid	Strongly disagree	35	7.0
	Disagree	38	7.6
	Somewhat disagree	68	13.5
	Neither Agree nor Disagree	63	12.5
	Somewhat agree	104	20.7
	Agree	112	22.3
	Strongly agree	82	16.3
	Total	502	100.0

Figure 14: Profile 14

Interpretation

From the above table, it is inferred that many of the respondents agree that they prefer profile 14 where the brand is Mr. Muscle, the variant is original pine, and SKU is 225 ml with a price of Rs500.

Table 32: Profile Number 15						
Card Id	**Brand**	**Variant**	**SKU**	**Price**	**Cleaning**	**Features**
15	Dettol	Original Pine	225 Ml	Rs 135	99.9%	H1n1, Cold, Flu, Covid 19

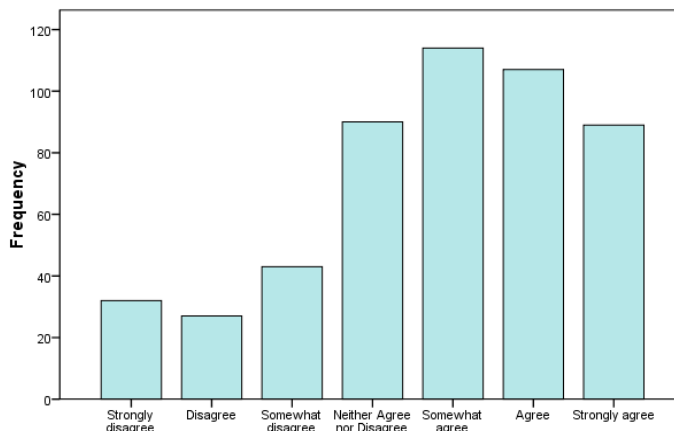| Table 33: Frequency of PN15		Frequency	Percent
Valid	Strongly disagree	32	6.4
	Disagree	27	5.4
	Somewhat disagree	43	8.6
	Neither Agree nor Disagree	90	17.9
	Somewhat agree	114	22.7
	Agree	107	21.3
	Strongly agree	89	17.7
	Total	502	100.0

Figure 15: Profile 15

Interpretation

From the above table, it is inferred that most respondents agree that they prefer profile 15 where the brand is Dettol, the variant is original pine, and SKU is 225 ml with a price of Rs135.

Table 34: Profile Number 16

Card Id	Brand	Variant	SKU	Price	Cleaning	Features
16	Mr. Muscle	Spring Blossom	230 Ml	Rs 135	99.9%	Kills Germs

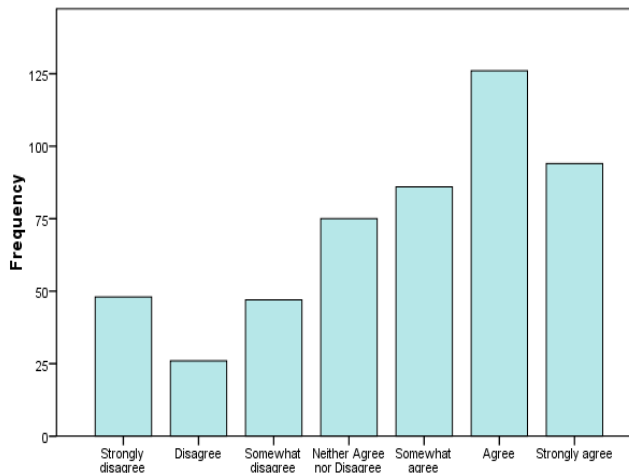| **Table 35: Frequency of PN16**		Frequency	Percent
Valid	Strongly disagree	48	9.6
	Disagree	26	5.2
	Somewhat disagree	47	9.4
	Neither Agree nor Disagree	75	14.9
	Somewhat agree	86	17.1
	Agree	126	25.1
	Strongly agree	94	18.7
	Total	502	100.0

Figure 16: Profile 16

Interpretation

From the above table, it is inferred that most of the respondents agree that they prefer profile 16 where the brand is Mr. Muscle, the variant is Spring Blossom, and SKU is 230 ml with a price of Rs135.

Table 36: Profile Number 17						
Card Id	**Brand**	**Variant**	**SKU**	**Price**	**Cleaning**	**Features**
17	Dettol	Original Pine	230 Ml	Rs 143	99.9%	H1n1, Cold, Flu & Covid 19

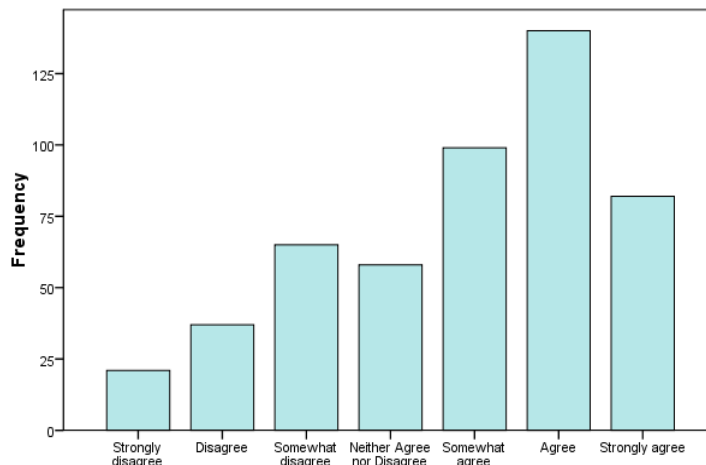| Table 37: Frequency of PN17		Frequency	Percent
Valid	Strongly disagree	21	4.2
	Disagree	37	7.4
	Somewhat disagree	65	12.9
	Neither Agree nor Disagree	58	11.6
	Somewhat agree	99	19.7
	Agree	140	27.9
	Strongly agree	82	16.3
	Total	502	100.0

Figure 17: Profile 17

Interpretation

From the above table, it is inferred that many of the respondents agree that they prefer profile 17 where the brand is Dettol, the variant is original pine, and SKU is 230 ml with a price of Rs143.

Table 38: Profile Number 18						
Card Id	Brand	Variant	SKU	Price	Cleaning	Features
18	Savlon	Original Pine	750 Ml	Rs 135	99.9%	Removes Dirt and Grease

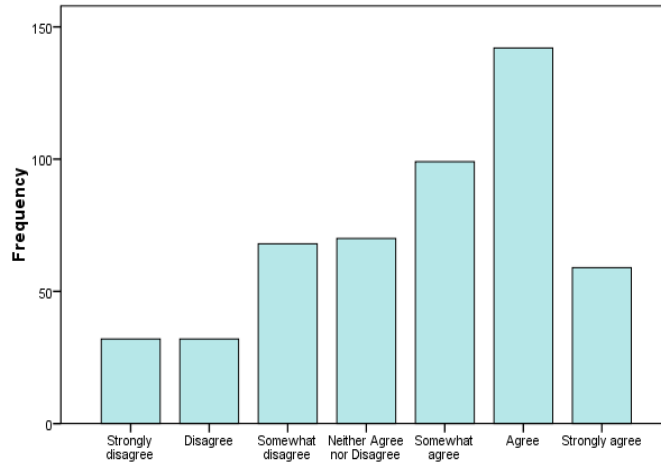| Table 39: Frequency of PN18		Frequency	Percent
Valid	Strongly disagree	32	6.4
	Disagree	32	6.4
	Somewhat disagree	68	13.5
	Neither Agree nor Disagree	70	13.9
	Somewhat agree	99	19.7
	Agree	142	28.3
	Strongly agree	59	11.8
	Total	502	100.0

Figure 18: Profile 18

Interpretation

From the above table, it is inferred that many of the respondents agree that they prefer profile 18 where the brand is Savlon, the variant is original pine, and SKU is 750 ml with a price of Rs135.

Table 40: Model Description		
	N of Levels	Relation to Ranks or Scores
brand	3	Discrete
variant	2	Discrete
size	3	Discrete
price	3	Discrete
cleaning	3	Discrete
features	3	Discrete
All factors are orthogonal.		

Table 41: Utilities			
		Utility Estimate	Std. Error
brand	Dettol	.048	.041
	Savlon	-.056	.041
	Mr. Muscle	.008	.041
variant	Spring blossom	.008	.031
	Original pine	-.008	.031
size	225 ml	.006	.041
	230 ml	-.076	.041
	750 ml	.071	.041
price	Rs 135	-.081	.041
	Rs 143	.078	.041
	Rs 500	.003	.041
cleaning	99.9%	-.043	.041
features	H1N1,cold, flu Covid 19 virus	.099	.041
	kills germs	.065	.041
	dirt, grease	-.163	.041
(Constant)		4.653	.031

Table 42: Importance Values	
Brand	12.951
Variant	2.088
Size	18.435
Price	19.996
Cleaning	13.710
Features	32.820
Averaged Importance Score	

Table 43: Correlations		
	Value	Sig.
Pearson's R	.914	.000
Kendall's tau	.608	.000
a. Correlations between observed and estimated preferences		

Interpretation

The term "Averaged importance score" under the box with significance values indicates that an integrated collective analysis has been performed. These values give a measure of the relative importance (in percent) of single factors determining uses. We can see that the features are the most determining factor, whereas the 2nd comes with the price, then the 3rd size, the 4th clean, then the brand, the variation is a minor determining factor. The coefficient of interaction is a criterion for the endowment of reproduction of empirical data by the termination of combined analysis. The estimated area values for the factor values are given in the "Application Rating" column, and the total usage values for all cards can be calculated similarly. The relationship is statistically significant with a high correlation value (0.914)

SUGGESTIONS

People value "features" as the most important factor while making surface sanitizer buying decisions. So the marketers and manufacturers of surface sanitizers should focus on enhancing the features of surface sanitizers. Dettol's Unit selling point (USP) kills 99.9% of germs, so it should be captioned in every Dettol ad; Savlon's USP kills 99.9% germs, so it should be captioned in every Savlon ad, Mr. Muscle's USP kills 99.9% germs, and so it should be captioned in every Mr. Muscle ad.

CONCLUSION

Brand preference transforms customer loyalty, successful marketing strategies, and brand preferences into one's choice for a particular company's product or service. Surface cleaners are actinic agents arranged to dormant or kill bacteria on dull surfaces. Cleaning agent kills giant germs than to cleaners. Conjugate analysis may be the most critical development in marketing research over the last few decades, which can be described as a set of highly relevant techniques for studying customer decision-making processes and determining business transactions. This study seeks to understand consumer brand preferences from an experiential perspective. Cronbach's alpha is a measure of reliability. It is the function of the number of items in a test, the average coverage between the pair of items, and the table's variation. Research priority is beyond the concept of experience used in optional studies; each brand has its status in the customer's mind and offers a set of values that are considered superior to other competing brands. Identify the most valuable attribute that motivates the purchase of surface cleaners by analysis. The data relating to this study are collected from the primary source. The sampling techniques used in this study are snowball sampling, used mainly by female residents of Coimbatore over the age of 18 and surface cleaners, 502 approximately selected respondents, Cronbach's alpha 0.872 based on the reliability and quality of the data used for this study. Orthogonal designs for two-level factors are appropriate using minimal squares; one of the most common methods of organizing data is to generate frequency distribution.

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