

**A STUDY ON CONSUMER PREFERENCE FOR PHENYL AMONG BRANDED  
DISINFECTANT CLEANING PRODUCTS**

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**Abstract**

In Indian consumer market, phenyl continues to be widely used as a traditional liquid disinfectant alongside various branded cleaning products. This study examines consumer perception towards phenyl and identifies the key factors that influence its continued usage. It also focuses on the role of habit and traditional beliefs in shaping purchase decisions, along with the impact of price sensitivity and value for money. The study is conceptual in nature and is based on secondary data collected from existing literature and industry sources. The findings indicate that phenyl is commonly perceived as an effective and affordable cleaning agent. It is observed that consumers continue to prefer phenyl due to familiarity, habitual usage, and long-standing trust. In addition, financial considerations such as low cost and perceived value further support its continued use. Overall, the study highlights that both behavioural and economic factors influence the preference for phenyl over branded alternatives. The insights may be useful for manufacturers, marketers, and policymakers in understanding consumer behaviour in the household cleaning segment.

**Keywords**

Consumer Behaviour, Consumer Perception, Disinfectant, FMCG, Habitual Buying Behaviour, Household Cleaning Products, Phenyl

**1. Introduction**

In everyday life, maintaining personal and environmental hygiene has become an essential practice. Regular cleaning helps in reducing exposure to harmful bacteria, germs, and other pathogens, thereby supporting better health conditions (Vapi Organic Chemicals, 2025). It is observed that maintaining cleanliness not only protects individuals but also contributes to overall public health and safety (Vapi Organic Chemicals, 2025).

To ensure proper hygiene, households commonly use liquid disinfectants and cleaning agents. Among these, phenyl has been widely used for a long time as a traditional cleaning solution. It is generally considered a strong disinfectant due to its ability to remove stains, clean surfaces effectively, and reduce unpleasant odours (Trishul Home Care, 2024). In India, there are three types of phenyls available: white phenyl, black phenyl, and green phenyl (Exporters India, 2021). Basically, White and Black have similar usage behaviour. The actual difference between both is that white phenyl has a milky white agent (Drolia Chemical Works, 2025), and black phenyl has either black or brown colour pine oil mixed with water, and both products has a emulsifiers ingredient. Both phenyls can be used on surfaces, floors, tiles, and toilets to remove dirt and maintain a fragrance of a fresh pine scent (Trishul Home Care, 2024). Then green phenyl defines from its name itself that it has natural ingredients such as neem substance, and

it has biodegradable, non-toxic, and eco-friendly substances. It is used to remove insects from houses and other workplaces. Fig. 1 exhibits the types of phenyls here, additionally Violet Phenyl, which is available in floral, citrus, and lavender variants, it is used for long-lasting fragrance and is ideal for modern homes.



**Figure 1:** Types of Phenyls

**Source:** (VVD, 2024)

At the same time, several branded disinfectant products such as Chemtex, Dettol, Domex, Harpic, and others are available in the market. These products attract consumers through packaging, promotion, and claims of enhanced germ protection. However, despite the availability of such alternatives, the usage of phenyl remains consistent among many consumers.

It is observed that many consumers still rely on phenyl due to its affordability, familiarity, and perceived effectiveness. This continued preference indicates that traditional usage patterns and economic factors play an important role in influencing purchase decisions in the household cleaning product category. This study aims to know why phenyl remains preferred even though other branded products are available in the market. By combining the marketing and financial perspectives, the study provides insights into household cleaning product choices and consumer purchase decisions of phenyl.

### **1.1 Significance of the Study**

The importance of this study is to know consumer perception towards phenyl, a liquid disinfectant cleaning product, over various other alternative cleaning brands. Household cleaning activity and its usage of products form a crucial part of day-to-day life, and understanding their perception in this category provides their purchase and usage behaviour beyond brand influence. The study will provide an answer to why consumers prefer to continue using phenyl despite the other cleaning products that are available in the market and how cost considerations influence routine consumption decisions. This knowledge would strengthen theoretical discussions related to habitual purchasing behaviour, perception-based decision-making, consumer economics, and household financial behaviour. This study will benefit academics by knowing the knowledge of consumer behaviours and factors that are influencing the purchasing of phenyl. Manufacture can improve the product design, communication strategy, and mix the hybrid products along with traditional substances; it can also add modern substances. Policy makers and the public health welfare committee can improve safety and hygiene practices among human beings. Therefore, this study will bridge the gap between consumer usage of traditional products and their modern behaviour.

## **2. Review of Literature**

Aaker (1991) had defined how brand awareness, quality, loyalty, and association play a significant role in preference towards branded products and how those factors had impacted consumer behaviour towards branded products. However, branded products do not always replace some habitual products. Monroe (2003) had stated that consumers usually compare price with product performance. The expectation of consumer choice of products should be that the performance of products should be satisfactory at a lower cost, and this leads to routine usage. Sheth et al. (2011) have also stated that habitual products actually lead to repeat purchases, which provide enough satisfactory results through products. According to Kotler and Keller (2016) factors like experience, beliefs, and expectations will influence the consumer perception; it makes product acceptance and repeat purchase behaviour. Solomon (2018) had stated that repeat purchase behaviours are usually driven by habits rather than alternative products in the market.

(Kovacs et al., 1997) Their behavioural experiments were about to find out whether participants' behaviour was affected by the level of personal exposure presented in response to Odors and labels of household chemicals. It found that the Odor of products affects the product preference in the study; it also found that fragrance products influence the amount of product used. In a line, few participants reported reading labels. Women had more frequent purchases and use of cleaning products. (Herz et al., 2022) Their research was about studying consumer preference towards scented products. To attain this, they have used a three-factor framework, namely function benefits, experience benefits, and emotional benefits. Data were collected from US consumers, especially those who purchase home cleaning, laundry, and air fresheners. It found that the fragrance of products was shaping the consumer preferences. However, the consumer used to prefer scented products, which gave them a sense of cleanliness and satisfaction of use; later on, it impacted purchase decisions and also showed up in the repeat purchase behaviour. (Dubey et al., 2020) They analysed consumer preference of floor cleansers and factors affecting it. It found that consumers preferred certain products such as Lysol, Domex, Phenyl, Acids, Mr. Muscle, and homemade cleansers. Some of the factors affecting their purchase decision were cleaning efficiency, past experience, price, and brand.

## **2.1 Research Gap**

Previous research found that most of the study was aimed at focusing on consumer behaviour towards branded home cleaning products, with special concentration on sensory attributes, product safety, and promotional influence. However, there were limited researchers who gave importance to phenyl in a traditional liquid disinfectant cleaning product. Furthermore, researchers gave priority to marketing perspectives, while financial considerations remain underexplored. Additionally, there was minimal empirical research on habitual usage and traditional beliefs towards consumption of phenyl. Finally, there is a lack of combination studies to analysed consumer preference for the phenyl of a traditional cleaning product over branded products. To fill those gaps, this study will show the consumer perception, habitual behaviour, cultural influence, and price-based decision-making in the context of phenyl usage.

## **3. Objectives of the Study**

- ✓ To understand consumer perception towards phenyl, a liquid disinfectant cleaning product.
- ✓ To determine the important factors impacting the consumers for continued usage of phenyl.
- ✓ To know the role of habit and traditional beliefs in phenyl usage.
- ✓ To analyse the reasons for preferring phenyl over other branded cleaning products.

- ✓ To estimate the influence of price sensitivity and perceived value for money on phenyl usage.

#### **4. Research Methodology**

This study is conceptual in nature and is based on secondary data collected from various sources, including books, industry reports, journals, magazines, and relevant websites. Information from reliable and authorised sources was used to understand the factors influencing consumers' purchase decisions regarding phenyl as a disinfectant cleaning product. To interpret the collected information, a comparative approach was adopted to examine differences between phenyl and branded cleaning products. In addition, thematic analysis was used to identify key influencing factors such as habitual usage, traditional beliefs, price sensitivity, and perceived value for money. These factors were derived by carefully reviewing and synthesizing insights from multiple sources. The study primarily uses qualitative analytical techniques to develop meaningful interpretations, with a focus on both marketing perspectives and basic financial considerations. This approach helps in providing a clearer understanding of consumer behaviour in the context of household cleaning products.

#### **5. Results and Discussion**

The discussion of the study is based on objectivity. The following information is drawn from secondary sources and common consumer behaviour towards household cleaning products.

##### **5.1 Consumer perception towards phenyl a liquid disinfectant cleaning product**

- **Perception of Effectiveness:** Consumers commonly recognize phenyl as a highly productive disinfectant cleaning product. The strong chemical substances and peculiar smell of phenyl make a consumer believe that phenyl has the capacity to kill germs and sustain hygiene. Huge consumers believe in phenyl due to its long history of usage in households and public usage.
- **Perception of Safety and Reliability:** Consumers believe that Phenyl is a trustworthy and secure cleaning product for daily use. The consumer believes that they would not want to change any other cleaning products other than phenyl since it gives enough cleaning results. This awareness of reliability increases the consumers' trust and boosts consumers' usage.
- **Perception of Cleanliness:** Consumers' sense of experience associated with phenyl, especially its strong smell, influences their perception. A strong fragrance is often associated with complete cleanliness and clarity. As a result, Consumers sense satisfaction after using phenyl, which strengthens positive perception.
- **Comparison with Branded Products:** Even though there are branded liquid disinfectant products that are perceived as trendy and catchy, phenyl is sensed as more realistic for routine cleaning. Consumers believe that branded products focus more on packages and fragrances, while Phenyl focuses on major cleaning performances.

##### **5.2 Factors influencing the continued usage of phenyl a liquid disinfectant cleaning product**

- **Affordable:** Affordability is the most important factor influencing consumers to continue phenyl usage. Phenyl cost is lower compared to branded liquid disinfectant cleaning products. Consumers like to use phenyl as a routine cleaning product, as it sells in effective cleaning products at an economical cost.

- **Easily Available:** Phenyl can be available in local shops, medical stores, department stores, supermarkets, and even in loose form. Consumers do not face any difficulty in purchasing phenyl, which makes it a convenient and available cleaning product for all types of income groups.
- **Multipurpose Product:** Phenyl is used for multiple purposes, such as for toilet cleaning and outdoor washing. This multipurpose product reduces the need for other branded products, making consumer phenyl a suitable choice.
- **Quantity Flexibility:** Consumers prefer to use phenyl, which might be because of quantity flexibility, which allows consumers to purchase according to their needs and budget.

### **5.3 The role of habit and traditional beliefs in the usage of phenyl**

- **Habit Formation:** Habit plays an essential role in consumer behaviour. Huge consumers have been using such liquid disinfectant cleaning products as phenyl for decades, and cleaning routines are habitually fixed. Once a habit is developed in a consumer's mind, then they will automatically continue with the same product without thinking of alternatives.
- **Traditional Follows and Family Influence:** Usually the habit of household cleaning is an inherited one. In a family, parents and elders have used phenyl; this has made younger generations keep on purchasing and using the same product over the years.
- **Trust Developed Over Time:** When consumers used phenyl for a long time, they developed an automatic trust among themselves by experiencing and believing that phenyl has proven its effectiveness over time. This trust resists switching to unfamiliar branded products.
- **Resistance to Change:** Usually, consumers will resist change when they meet their expectations with any of the products. Even though there are many branded products available, huge consumers prefer to stick to phenyl because it aligns with their routine and belief system.

### **5.4 The reasons for preferring phenyl over other branded cleaning products**

- **Value for Money:** By using Phenyl, consumers experience better value for money compared to other branded products due to their effective results in cleaning and fragrances, and it is also suitable for routine use.
- **Selective Usage of Branded Product:** Branded disinfectant products can be used for certain purposes, such as bathrooms or kitchens, but Phenyl remains the primary cleaning product for general floor cleaning; moreover, it is dominant in regular usage.
- **Perceived Strong Disinfectant Action:** The powerful Odor and traditional formulation of phenyl generate a perception of stronger disinfectant action compared to mild-smelling branded products. This impression influences preference.
- **Practicality over Branding:** Although branded products attract consumers through advertisements and packaging, phenyl is preferable for its practicality and performance. Consumers emphasize cleaning effectiveness over brand image for routine cleaning needs.

### **5.5 Influence of Price Sensitivity and Perceived Value for Money**

- **High Price Sensitivity in Routine Purchases:** Consumers purchasing routine household cleaning products of Phenyl will increase the price sensitivity. The low price

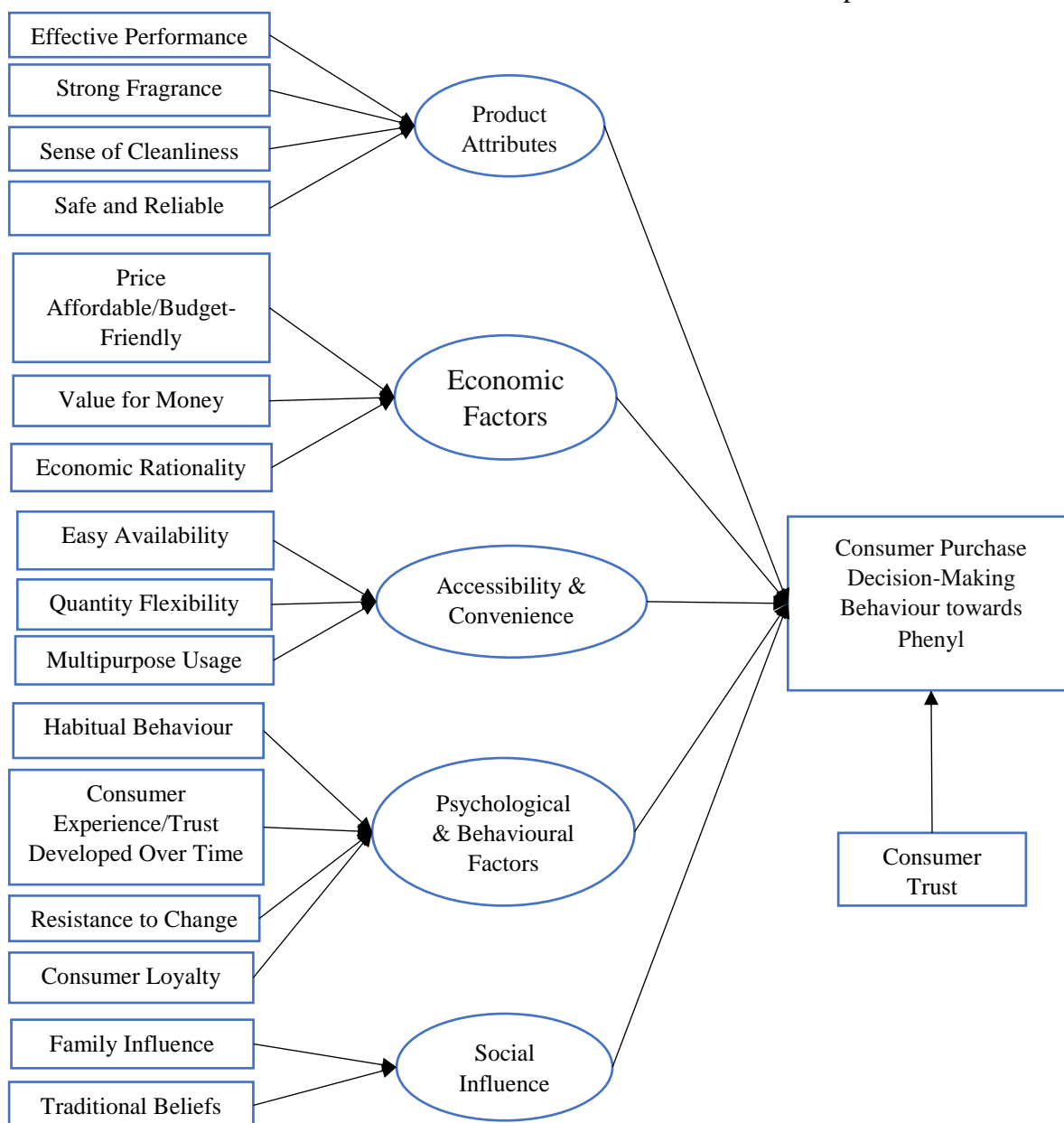
of Phenyl enables consumers to manage budgets effectively without compromising perceived cleanliness and hygiene.

- **Perceived Value for Money:** The phenyl product distinctly shows the value for money based on its price, availability, durability, and performance in usage. Consumers deliberately believe that Phenyl is an effective product comparable to branded products at an essentially lower price.
- **Household Budgeting and Economic Rationality:** From the financial view, consumers' economically rational purchase decision towards phenyl significantly reduces household expenditure, and it satisfies functional needs. This cost advantage assessment is vigorously impacting sustained preference for phenyl products.

## **6. Conceptual Framework Development**

Fig. 2 exhibits the Conceptual Framework developed based on the results and Discussion of the study. It explains that Factors Like Product Attributes: Effective Performance, Strong Fragrance, Sense of Cleanliness and Safe and Reliable; Economic Factors: Price Affordable/Budget-Friendly, Value for Money and Economic Rationality; Accessibility & Convenience: Easy Availability, Quantity Flexibility and Multipurpose Usage; Psychological & Behavioural Factors: Habitual Behaviour, Consumer Experience/ Trust Developed Over Time, Resistance to Change and Consumer Loyalty; Social Influence: Family Influence and Traditional Beliefs; Trust Factor: Consumer Trust have a significant relationship with Consumer Purchase Decision-Making Behaviour Towards Phenyl. This Conceptual Framework diagram explains the summary of findings what are factors associate with consumer purchase decision making behaviour towards Phenyl, a disinfectant cleaning

product. This Provides a foundation for Future empirical research.



**Figure 2:** Conceptual Framework Diagram

**Source:** Developed by the Author Based on the Results and Discussion of the Study

## 7. Implications

### 7.1 Theoretical Implications

This study extends the traditional marketing theory by including the financial decision-making perspective; it contributes to consumer behaviour and household cleaning consumption. It strengthens the consumer perception theory by showing that product performance and trust can override the branded products. This study also assists the habitual theory by emphasizing the routine usage of phenyl. This study incorporates the price sensitivity and perceived value for money into consumer behaviour theory. It proves the financial consideration in the household is essential for forming the routine purchase decision. Additionally, it contributes to behavioural finance theory by showing the consumers practical cost-benefit estimates rather

than rational price comparisons while making routine purchase decisions; it enriches the theoretical framework by recognizing the influence of both cognitive and economic factors in consumer decision-making.

## **7.2 Practical Implications**

The study provides valuable understanding for both traditional and branded cleaning product manufacturers that they should understand that consumers give importance to product performance, familiarity, availability, and affordability, so manufacturers need to redesign the products, need to take price related decisions, and a value-based marketing strategy has to create and maintain. Additionally, they have to concentrate more on innovation by keeping affordability to compete with traditional products like phenyl. In order to attract the different consumers, retailers have to reconsider the inventory planning of both traditional and modern branded disinfectant products, which will later lead to profitability and increase consumer satisfactions. By way of supporting the affordable disinfectant cleaning products, public health welfare, and policymakers can promote hygiene practices among consumers.

## **8. Suggestions**

Manufacturer need to standardize the product with proper quality, instructions and safety label. Increasing the transparency in products will increase trust among consumers. It observed that there is high price sensitivity, so manufacturer should maintain competitive pricing while communicating the value for money aspect of phenyl. Highlighting the cost-effective and multipurpose usage can strengthen the consumer preferences. An awareness program should be conducted for safe handling and proper usage of phenyl to avoid misuse. This will ensure safety and promote responsible consumption practices. Retailers should maintain a balanced cater of traditional and branded cleaning products. Marketers should ensure that phenyl is available alongside alternative branded cleaning products. It will allow consumers to choose based on preference and budget. Policy makers should encourage availability of affordable products like phenyl for low- and middle-income households. Make sure the quality of products by maintaining the affordability can contribute to public hygiene and health matters.

## **9. Limitations**

This study, completely based on secondary data, depends on the availability of existing literature and published sources, which restricts the real-time consumer opinions and behavioural changes. It employed a conceptual and descriptive approach, without relying on primary data or statistical analysis for empirical validation. The result was explanatory in nature and did not fully capture the diversity of consumer behaviour across different demographic segments. It does not include any regional, income, or area distinctions. This study is limited to phenyl, a liquid disinfectant cleaning product, and not any other form of cleaning products, such as wipes, powder, or sprays. The discussion shown in this study will limit generalizability to various household cleaning products in the market. This study was primarily based on marketing and price-related factors, so it does not examine the different aspects of environmental impact, health-based, and regulatory perspectives.

## **10. Future Research Scope**

The present study provides a conceptual foundation that can be extended further through empirical investigation. Future researchers may develop specific hypotheses based on the proposed framework and test them using quantitative methods with a larger sample size. Further studies can adopt a primary data approach by collecting data directly from consumers through surveys or interviews. This would help in validating the findings related to consumer perception and also allow the inclusion of measurable financial aspects. In addition, demographic-based analysis can be carried out to understand how factors such as income, education, and lifestyle influence preferences for phenyl and other cleaning products. Researchers may also explore comparative studies between phenyl and alternative products, including premium or eco-friendly brands, to examine changing consumption patterns. Another possible direction is to incorporate pricing models to analyse the economic trade-offs consumers consider while choosing between traditional and branded disinfectants. Moreover, a longitudinal approach could be useful in observing how consumer preferences evolve over time. Such studies would provide deeper insights into routine purchase behaviour and the long-term role of habit and perception in household cleaning product choices.

## **11. Conclusion**

This study examined consumer perception and the key factors influencing the continued use of phenyl as a liquid disinfectant cleaning product. The findings suggest that habit and traditional beliefs play an important role in shaping consumer behaviour, which contributes to the continued preference for phenyl over alternative branded products. It is also observed that price sensitivity and perceived value for money strongly influence purchase decisions. Consumers tend to rely on products that are affordable, easily available, and familiar in usage. The consistent performance of phenyl in maintaining cleanliness further strengthens its position in the minds of consumers. In comparison with branded products, phenyl is often perceived as simple and reliable, without heavy dependence on promotional activities. Many consumers appear cautious about marketed alternatives and instead rely on their past experience and practical trust while selecting cleaning products. This indicates a stronger preference for functional value rather than brand image, particularly in low-involvement product categories. Overall, the study highlights that consumer choice of phenyl is influenced by a combination of habitual behaviour, perception, and financial considerations. These factors together shape routine purchase decisions in the household cleaning segment.

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