

# Overview of Dishwashing liquid products in Vietnam market

PBI Survey 2015

Date: 9<sup>th</sup> Feb 2015 – 10<sup>th</sup> Feb 2015

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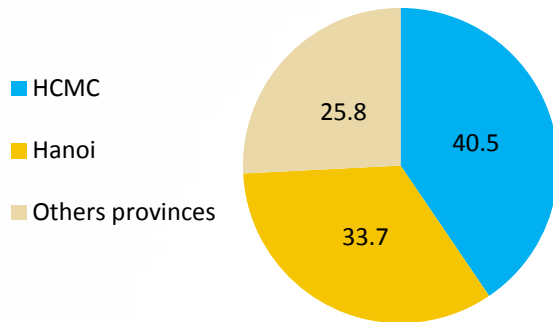
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# Research Design

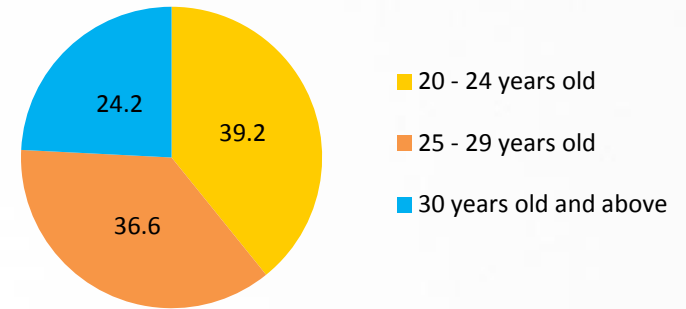
<b>Research Method</b>	Internet Sampling
<b>Fieldwork Period</b>	9 <sup>th</sup> Feb 2015 – 10 <sup>th</sup> Feb 2015
<b>Research Area</b>	Vietnam (Nationwide)
<b>Respondent Criteria</b>	Female only
<b>Sample Size</b>	620 samples
<b>Survey Content</b>	Dishwashing liquid brand awareness Expansive of Dishwashing liquid Brand Dishwashing liquid brand ever used Dishwashing liquid brand used in the past 3 months Dishwashing liquid brand most often used in the past 3 months Dishwashing liquid brand use in the future Dishwashing liquid brand recommendation

# Respondent Profile

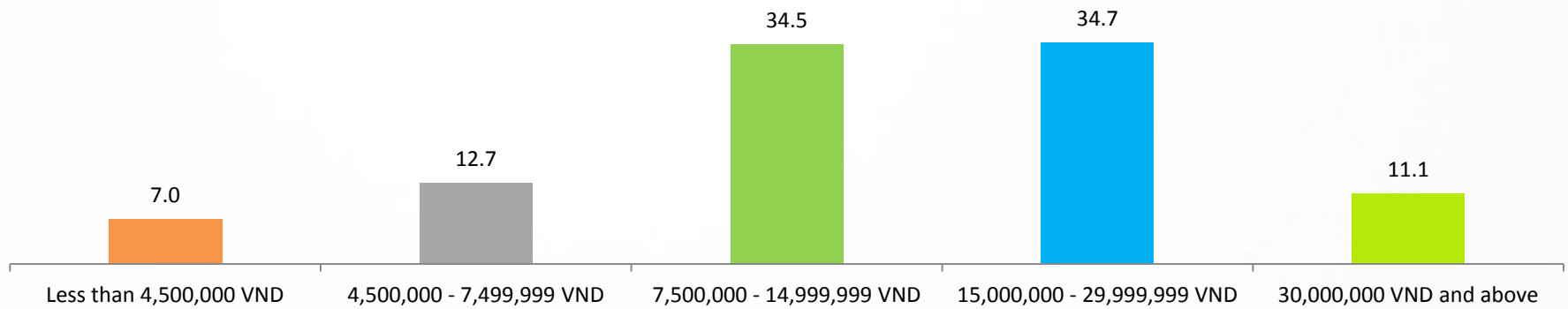
### Living area



### Age



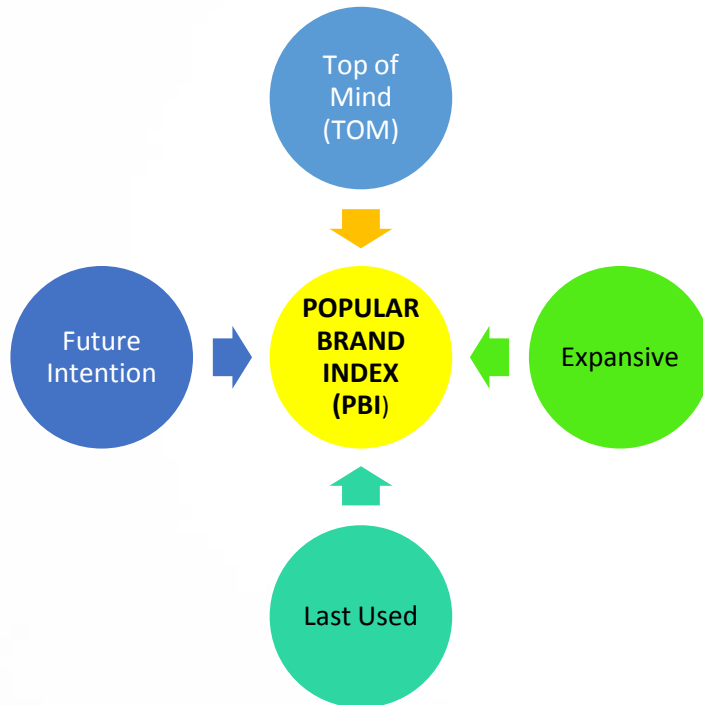
### Monthly household income



Unit: %

# Research Concept

## PBI (Popular Brand Index)



Brand is one of the most important assets of the company and also represent identity of a company. "Brand or trademark is a name or symbol that is associated with the product/service and cause psychological meaning/association".

In addition, the brand also works as a promotional tools, so that a product with certain brand would likely gain popularity or awareness in the community and affect consumer behavior.

W&S study based on development of PBI (Popular Brand Index) concept which includes community top of mind brand, expansive or spread of the brand, total purchase or last used of the brand, and consumer intention to purchase brand.

$$PBI = w_1 \cdot TOM + w_2 \cdot Expansive + w_3 \cdot LastUsed + w_4 \cdot Intention$$

### Additional Information :

- Top of Mind (TOM) = First brand mentioned by respondents.
- Expansive = Scope and spread of brand.
- Last Used/ Market Share = Total purchase or last used brand in past 3 months.
- Future Intention = Consumer intention to purchase brand.

## Research Summary

### ❑ There are only 2 key players in Dishwashing liquid market

Regarding brand awareness, **Sunlight** is dominant on consumers' mind with 85.0% of Top of mind awareness. This key brand is aware of by 99.0% of total awareness, followed by **My hao** and **Lix** with 95.6% and 59.2%, respectively.

Consistently, **Sunlight** is also advertised on media channels the most often, with 90.6% of consumers finding **Sunlight** on newspapers, television, internet, etc., next are **My hao** and **Gift**.

The market is not much competitive because **Sunlight** is dominant brand used the most often by 82.6% of consumers, next is **My hao** (10.6%). In which, about 75% of consumers are loyal to their currently used brand, the rest of about 25% of consumers switch to another brand to use. Around 70% of brand users will recommend their currently used brand, while 30% of those will introduce another brand to their relatives / friends.

Sunlight users are satisfied with their current brand the most (3.98 mean), next mention is My hao brand (3.85 mean).

### ❑ Popularity of Dishwashing liquid brands are clear distinction ranking

**Sunlight's** Popular brand Index ranks the first (82.5), the next popular player is **My hao** (8.5). **Sunlight** popularity leaves behind other brands, which is the reason for **Sunlight** to be dominant in this market.

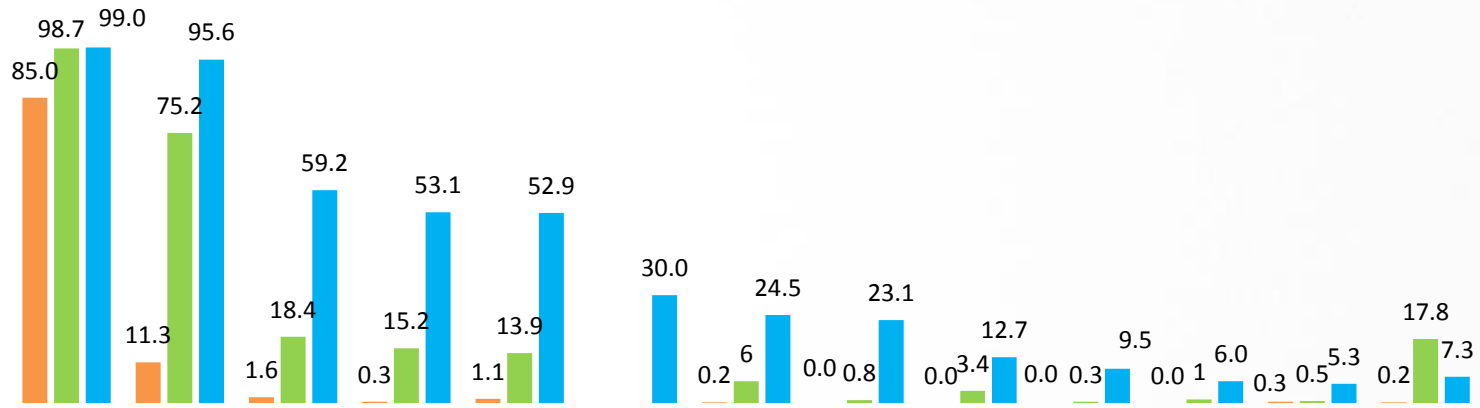
## Detail Findings

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# 1. Dishwashing liquid Brand Awareness

Sunlight is dominant on consumers' mind with 85.0% of Top of mind awareness

- Sunlight is aware of by most of consumers with 99.0% of total awareness.
- Followed by My hao and Lix with 95.6% and 59.2%, respectively.



	Sunlight	My Hao	Lix	Gift	Amway	Lemon	Net	Soft	Greenlife	Kit	Sach	Dish Drops	Other brands
■ Top of Mind	85.0	11.3	1.6	0.3	1.1	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.2
■ Total spontaneous awareness	98.7	75.2	18.4	15.2	13.9	0.0	6	0.8	3.4	0.3	1	0.5	17.8
■ Total brand awareness	99.0	95.6	59.2	53.1	52.9	30.0	24.5	23.1	12.7	9.5	6.0	5.3	7.3

Unit: %



## 2. Expansive of Dishwashing liquid Brand

Consistently, Sunlight is also advertised on media channels the most often

- 90.6% of consumers found **Sunlight** on newspapers, television, internet, etc.,.
- Next mentioned brand is **My hao** and **Gift**, which can also be easily found on media.

90.6%



4.7%



2.7%



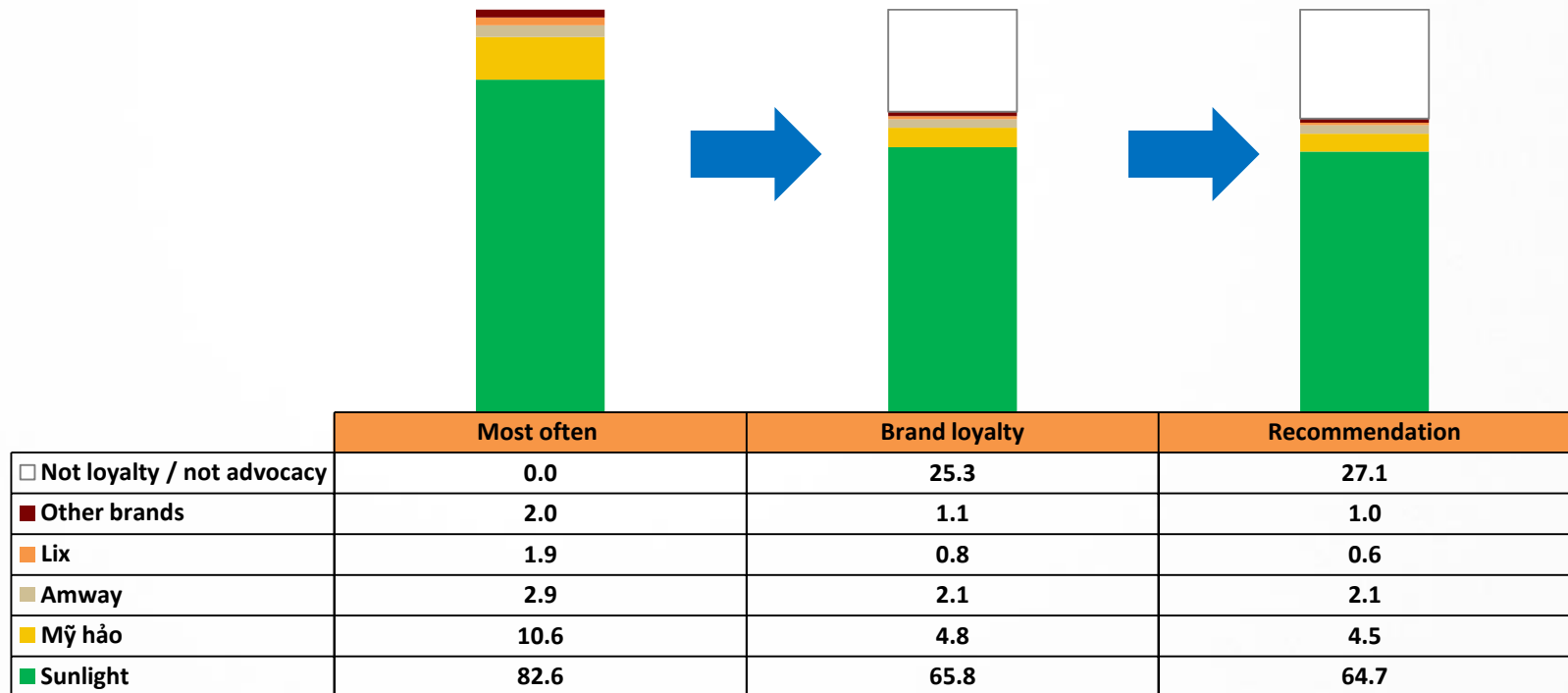
0.8%



# 3. Dishwashing liquid Brand Repertoire

## The market is not much competitive

- **Sunlight** is dominant in Dishwashing liquid market with 82.6% of brand users, followed by **My hao** (10.6%).
- About 75% of consumers are loyal to their currently used brand, the rest of about 25% of consumers switch to another brand to use.
- Around 70% of brand users will recommend their currently used brand, while 30% of those will introduce another brand to their relatives / friends.



Unit: %

Q. Which brand did you use the most often in the past 3 months?[SA] (n=620)

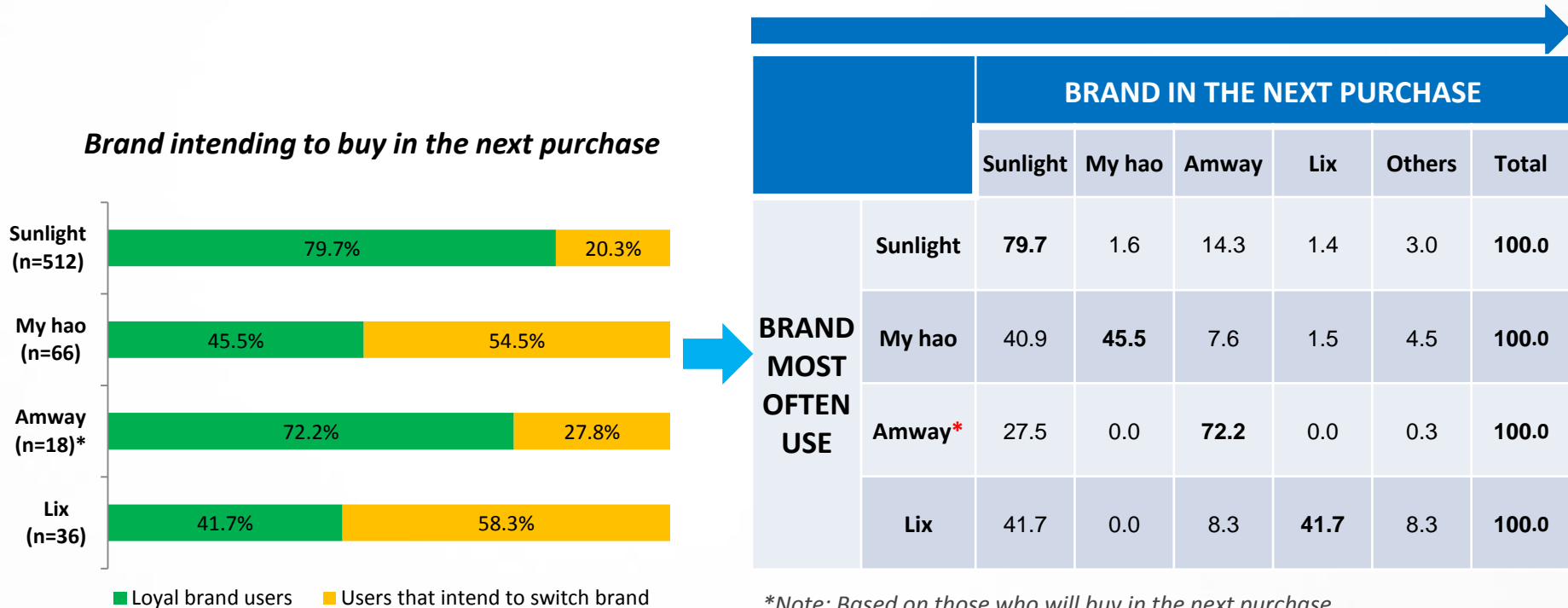
Q. Which brand is the first choice when you buy in the next purchase? [SA] (n=620)

Q. When there are relatives/ friends ask you about Dishwashing liquid brand to use, which brand do you recommend for them? [SA] (n=620)

# 4. Dishwashing liquid brand Loyalty / Switching

## Sunlight users are loyal with their own brand the most

- The loyalty towards **Sunlight** is high (79.7%), whereas current users of **My hao** are not much loyal to their currently used brand (only 45.5%).



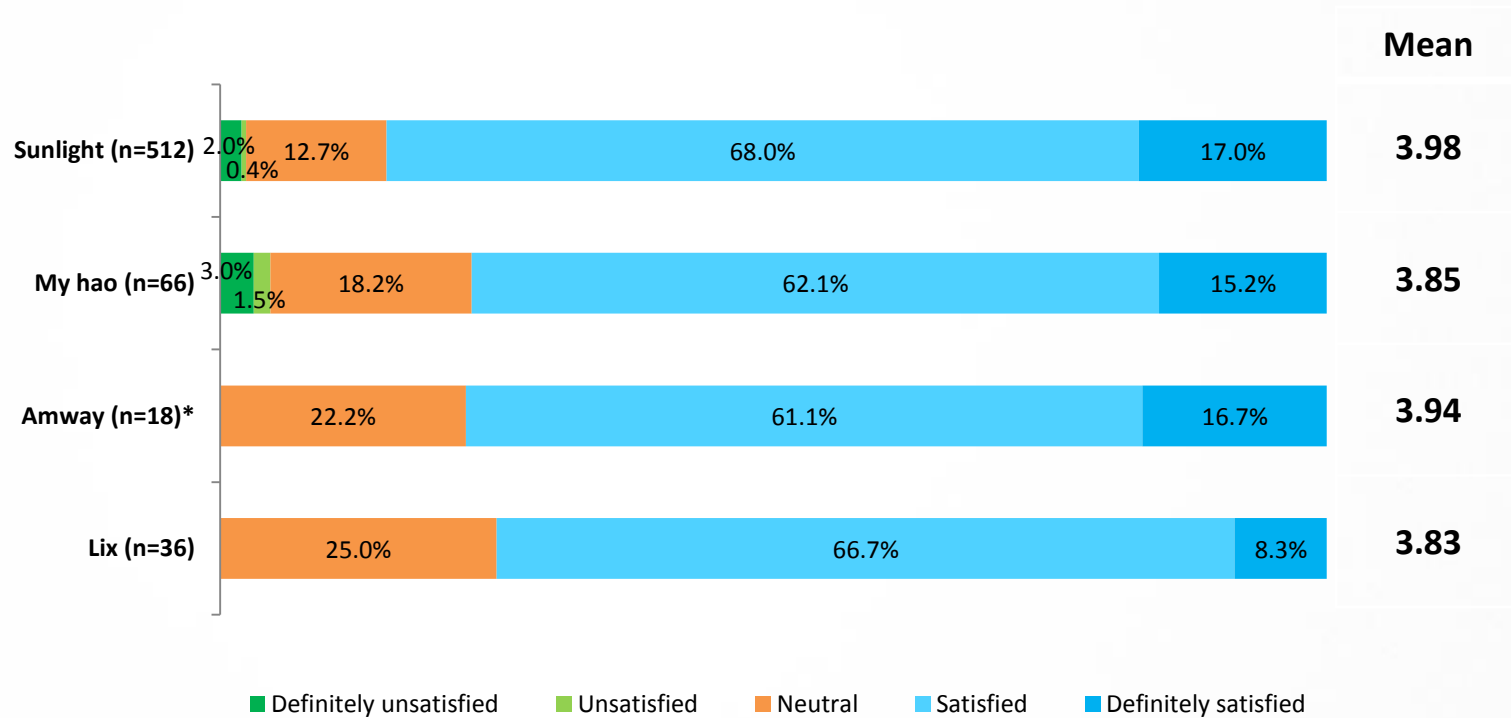
\*Note: Based on those who will buy in the next purchase

\* Small sample size, just for reference only

Unit: %

# 5. Dishwashing liquid Brand Satisfaction

Sunlight users are satisfied with their currently used brand the most (3.98 mean), next mention is My hao brand (3.85 mean).



\* Small sample size, just for reference only

Q. How is your satisfaction towards the brand that you used the most often in the past 3 months (n=620)

## 6. Popular Brand Index Results (PBI)

The PBI is obtained by Internet Sampling method, where using online panel with 620 respondents in W&S Vietnam database (Vinaresearch). The results obtained for **Dishwashing liquid Product** with PBI concept are:

Ranks of Popularity	Dishwashing liquid brand	Popular Brand Index
1	Sunlight	82.4
2	My hao	8.5
3	Amway	4.7
4	Lix	1.6
5	Gift	1.1

➔ Sunlight's Popular brand Index ranks the first (82.4), the next popular player is My hao (8.5).



W&S Joint Stock Company is a 100% Japanese investment. Our main professions are 'Online market research', 'Web creative' and 'Web marketing'. Online research is conducted based on Vinaresearch – our actively managed over 140,000 members panel with various segmentations across Vietnam.

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