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خلاصه مقاله:

Introduction: Widely and frequent use of common household cleaning products may be an important factor on families' hygiene as well as on their expenditures. However, there is a little knowledge about use-patterns of these products. This study was aimed to extract the use-patterns of household cleaning products used by Iranian population. Method: Use-patterns of 60 kinds of products such as laundry detergent, toilet cleaner, clothes softener, and carpet cleaner liquid were investigated in 1645 households in eight cities of Iran based on Cochrane sampling by means of a validated questionnaire. The data was analyzed with SPSS24 regarding age, sex, education, religion, total household expenditures, and ethnicityof the population. Result and discussion: This study provides significant information about household cleaning products usage-patterns based on socio-demographic strata. The response rate to questionnaires was 82.2%. More than 74% of respondents were women and 77.5% of households consisted of 3 to 5 members. Based on One-Way ANOVA test with a significant p-value<0.05, dishwashing liquid (used by95.8% of the population), laundry detergent (86.3%), bath cleaner (82.0%), glass cleaner spray (67.5%), and air freshener spray (59.1%) were the most frequent products used. Besides, in all products categories, people prefer to buy domestic products (with more than 91% of market share) over imported ones. In addition, Supermarkets as well as hypermarkets, and healthcare shops are the most favored place ofpurchase by consumers with average 41% and 17% of market-share, respectively. Moreover, cost of household cleaning products has made 8.8% of overall monthly household expenditures. Conclusion: This is the first study providing usage pattern of household cleaning products in Iran. Considering the wide usage of such products, their impact on families' health, and the consumer's preferences,

companies and healthauthorities can take advantage of these results to develop strategies and regulations to optimize use-patterns

كلمات كليدی:

Household cleaning products, Home care products, Use pattern, Household survey

لينک ثابت مقاله در پايگاه سيويليكا: