

# 82% PEOPLE CLAIM TO BE WORRIED ABOUT CARRYING GERMS IN CLOTHES

*Study conducted by Kantar for Whirlpool India to understand the consumer sentiment around hygiene and sanitation of clothes*

**National, January 5, 2021:** Whirlpool of India, the world's leading kitchen & laundry home appliance company, facilitated a survey with Kantar to understand how consumers are responding to the hygiene and sanitation of their clothes. In the current environment, people world-over are concerned about keeping themselves and their surroundings germ-free and sanitized. Extra precautions are being taken every step of the way to minimize interaction with the outside world.

The detailed survey was conducted with a sample size of 500 individuals (men and women) aged 28-40 years in Delhi, Mumbai, Bangalore, Chennai and Kolkata. The primary objective of this survey was to arrive at hard-hitting facts on consumer's awareness around cleanliness of clothes and its implication in today's time.

The survey reveals that 97% consumers feel the importance of sanitization has increased and the frequency with which they wash clothes has gone up for 87% consumers. The other stark findings revealed by the survey include:

- **Clothes worn outside home tops the list of objects feared to carry germs with 93% endorsements.** The other carriers of germs include-
  - Any surface area like lift, railings etc. and home delivered food (92%)
  - Footwear (88%)
  - Bags (83%)
  - Mobile phones and money (82%)
  
- **In the current situation, 82% respondents claimed that they are worried about carrying germs in clothes when coming from outside.** The other worries include-
  - Sanitisation of hands and surfaces (80%)
  - Sanitization of clothes (78%)
  - Falling sick (76%)
  - Lack of adequate medical help (73%)
  - Increase in household chores (72%)
  
- **People from Mumbai are most worried about carrying germs in clothes when coming from outside at 89%, followed by Chennai and Kolkata**
  
- **87% of the respondents claim that worrying has led to increase in washing of clothes for the following reasons:**
  - To maintain hygiene and cleanliness (91%)
  - To keep our kids and elderly members safe from germs/allergens (83%)
  - Prevention from falling sick (82%)
  - Washing clothes worn outside after single wear (81%)

- **79% of the respondents claim that hot water helps in Sanitizing clothes along with 'effective cleaning' and 'removal of tough stains'**
  - 88% consumers in Chennai believe hot water cleans clothes more effectively, the highest among other regions
- **Significantly higher number of female respondents (82%) feel that hot water will help sanitize 'kid's toys, bedding and clothes' more than males (73%)**
- **Respondents claimed that Germs/allergen in clothes can be removed by washing it with:**
  - Detergent (82%)
  - Hot Water (76%)
  - Disinfectant (71%)
  - Using home remedies (43%)
- **73% of the consumers claimed that they use hot water to wash only certain type of clothes such as:**
  - Clothes with tough stains (91%)
  - Baby clothes (86%)
  - Clothes used in kitchen (85%)
- **96% of the consumers claimed that they will consider buying a washing machine that has an advanced option for sanitising clothes as well**
  - In fact, 98% of the consumers are even willing to pay premium while buying a washing machine with sanitisation feature rather than on other consumer appliances like AC, refrigerator, etc., shown to respondents
- **93% of the consumers believed that different water temperature is required for cleaning different type of clothes**
- **80% of the consumers believe that washing clothes in a washing machine with hot water is the best way to remove stains and sanitise clothes**
  - However, only 20% of these respondents claim to use hot water wash for all types of clothes
- **'Safe' is the word that consumers associate with the feeling that their washing machine can help remove germs/allergens (79%)**
- **Women are much more conscious about ensuring sanitization of clothes**
  - Significantly higher number of female respondents (81%) have done online search to understand how to sanitize their clothes than male (72%) respondents
  - There is relatively higher concern among Moms (85%) on the worry of germs getting carried in from outside
  - 75% working women are more aware and highly concerned through online search on improving sanitisation
  - More working women (82%) believe that hot water helps in sanitizing clothes

On announcing the survey, **Mr. KG Singh, Vice President-Marketing, Whirlpool of India** said, *“People today are more vigilant of their health and hygiene than ever before. With sanitisation becoming the need of the hour, we commissioned a survey to gauge the behaviour patterns around their rising concerns of keeping clothes clean. With ‘Everyday, Care’ at the core of our brand, we wanted to be there for our consumers during this time by better understanding their needs and offering a portfolio of products that meet their expectations.”*

*“The survey clearly indicates the stress and worry around sanitization of clothes. Consumers are researching online to know of effective ways to clean their clothes and kill germs brought in from outside the home. Hot water which is known to be effective in cleaning stains has stood out as a top preference for consumers when opting for a washing machine along with the added benefits of sanitization features. It is extremely critical to take care of the hygiene and sanitization of one’s surroundings and clothes,”* said the official spokesperson from Kantar

\*The claims letter from Kantar is attached for further details.

### **About Whirlpool India:**

Whirlpool of India Limited headquartered in Gurugram, is now one of the leading manufacturers and marketers of the world’s leading kitchen and home appliance company in the country. The company owns three state-of- the-art manufacturing facilities at Faridabad, Pondicherry and Pune. Each of the manufacturing set-up features an infrastructure that is witness of Whirlpool's commitment to providing its consumer with forward looking solutions.

Whirlpool entered India in the late 1980s as part of its global expansion strategy. It forayed into the market under a joint venture with TVS group and established the first Whirlpool manufacturing facility in Pondicherry for washing machine category. In 1995 Whirlpool acquired Kelvinator India Limited and marked an entry into the refrigerator market as well. The same year the company also saw acquisition of major shares in TVS joint venture and later in 1996, Kelvinator and TVS acquisitions were merged to create, Whirlpool of India Limited. This expanded the company's portfolio in the Indian subcontinent to washing machines, refrigerator, microwave ovens and air conditioners.

Additional information about the company can be found on Twitter and Facebook @whirlpool\_india

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