

Customers' Perception towards Residential cleaning Services and Companies in Coimbatore district

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ABSTRACT:

The residential cleaning service sector has seen a decline in sales and profit due to margin erosion and operational inefficiencies. Despite the essential nature of these services, they remain cost-intensive and labor-heavy, with limited understanding of how they are managed. This study examines the factors influencing customer choices, satisfaction levels, and the challenges they face. Through chi-square and ranking analysis, it was found that demographic factors like age and income have no significant effect on customer perceptions. However, "Staff" quality and "Equipment" are key decision-making factors. The study suggests that residential cleaning companies should focus on improving marketing strategies, balancing quality and cost, upgrading equipment, and introducing special offers to boost customer satisfaction and business performance. These findings provide valuable insights for improving consumer engagement and operational efficiency.

Keywords: Residential cleaning services, Customer satisfaction, Operational inefficiency, Consumer behavior, Marketing strategies

I. INTRODUCTION

To ensure optimal health and satisfaction of building occupants, maintaining clean facilities is essential. However, cleaning services can be costly and remain one of the least-researched areas of facility management. Cleaning companies employ a wide range of methods, chemicals, and equipment to streamline the process. The scope of cleaning typically covers a variety of tasks, including routine cleaning of floors, tiles, walls, ceilings, furniture, lighting, windows, and periodic deep cleaning of sanitary areas, kitchens, and other facilities. It also encompasses maintaining

consumables, feminine hygiene products, and cleaning IT equipment and telephones. In order to enhance service quality and reduce costs, it is crucial to gain a comprehensive understanding of how these services are structured, managed, and operated. Effective optimization requires in-depth knowledge of the services provided. The aim of this study is to shed light on the management and organization of cleaning services. As cleaning is a fundamental aspect of facility management, understanding its complexities is valuable for any residential cleaning organization.

A residential cleaning organization is responsible for ensuring that the services it provides meet high-quality standards. This requires a thorough knowledge of each specific service, including specialized tasks like A/C cleaning. To improve the performance of a residential cleaning company, the following actions should be taken:

- **Develop a clear organizational structure:** Establish clear roles and responsibilities for staff to ensure accountability and effective communication.
- **Implement training programs:** Provide regular training on cleaning techniques, use of chemicals, and equipment handling to maintain high service quality.
- **Adopt cost-effective cleaning methods:** Evaluate and introduce innovative cleaning methods or technologies that could lower costs while maintaining or improving service quality.
- **Regular quality checks:** Conduct frequent inspections to ensure that cleaning services meet the established standards and promptly address any shortcomings.
- **Enhance customer feedback mechanisms:** Create a robust system for collecting and

analyzing customer feedback to better understand their needs and improve service delivery.

- **Focus on sustainability:** Incorporate eco-friendly cleaning products and sustainable practices to reduce environmental impact and appeal to environmentally conscious customers.

Statement of the problem

The residential cleaning service business has been facing a decline in both sales and profit within the residential segment, primarily due to margin erosion and operational inefficiencies. Despite the significance of cleaning services, there is limited understanding of how they are truly managed and organized. What is widely recognized, however, is that cleaning services tend to be cost-intensive, labor-heavy, and are often either performed by homeowners themselves or outsourced in a scaled-down manner.

Objectives of the study

- To find out the factors influencing the customer towards residential cleaning companies.
- To study the customer satisfaction level towards residential cleaning companies.
- To determine the problem faced by the customer of residential cleaning company.

Research Methodology

Research methodology refers to the specific procedures and techniques used to identify, select, process, and analyze information related to a particular topic. Research is a scientific and systematic search for relevant information on a given subject and is often described as a pursuit of knowledge. It involves defining and refining the problem, formulating hypotheses, proposing potential solutions, collecting, organizing, and evaluating data, and making deductions to reach conclusions that test the hypothesis.

The aim of this project is to assess customer satisfaction with residential cleaning services. The study is primarily based on data collected from primary sources, ensuring direct insights into the experiences and satisfaction levels of individuals utilizing these services.

Research design

The type of research that is been used in this study is Descriptive Research.

Sampling techniques

The sampling technique adopted for the study is non-probability convenience sampling.

Method of data collection

The research is based on primary data collection method and secondary data collection

Primary data: In this study, the primary source was the users of the residential cleaning services. The data has been collected directly from the respondents with the help of structured questionnaire.

Secondary data: The secondary data was collected from Web link, Reference E-books, Articles and business journals.

Sample size

The samples of 150 respondents are taken on the basis on convenience.

Area of study

This study is based on Coimbatore district people's opinion.

Limitation of the study

- The number of respondents is limited to 150 for convenience. If the actual number of responses were higher or lower, the results might vary.
- The data collection is confined to Coimbatore city. Results could differ if the study were extended to other cities.
- Respondents may provide biased answers due to limited information or understanding of the subject.

II. REVIEW OF LITERATURE

Rajni Pathaketal,(2018)¹ studied the satisfaction level of customer from urban lapin Pune with special context to beauty service. The sample size of the study is 145. It can be concluded that more than half of the customer are satisfied with the services provided by Urban clap. In the study result shows that there is significant relationship between expectation and satisfaction of customer from beauty service of Urban clap.

Jai Vardhan, (2015)² As per the research done on, besides food & health, providing cleaning services at doorstep are plugged as one of the biggest opportunities. Professional women lead busy lines some tend to prefer availing of such services. Likewise Urban clap, one more promising start-up like Belita (found in 2010) does about 1,300 orders in a month as per the survey and research done by Jai Vardhan.

Guthrie, (2012)³ in their study women's perceptions on home services of personal care involves lot of trust and professionalism. As we move towards a time-poor world, where women shoulder as many responsibilities at the workplace

as at home, the whole concept of a salon where you have to wait for ages before you can get your turn, is obsolete.

Parasuramanetal,(2009)⁴theintangibleelementsofa residentialcleaningservice(inseparability,heterogeneityandperishability)arethecriticaldeterminantsinfluenccingservicequality perceived by a consumer.

Opinion on the problem faced by the Respondents

The Table describes the results of chi-square analysis interms of personal factors, chi-square value, p-value and their significance on the problem faced by the respondents.

Chi -square value-Opinion on the problem faced by the Respondents

Personal Factor	p-value	df	Significant value	NS/S
Gender	0.668	3	.881	NS
Age	3.283	6	.773	NS
Education	10.551	9	.308	NS
Income	4.565	9	.870	NS
Occupation	9.434	9	.398	NS
Family size	5.379	9	.800	NS
Place of residence	4.122	6	.660	NS
Marital status	4.708	3	.195	NS

Source: Primary Data

Note: S- Significant (p value < 0.05);NS - No significant(p value >0.05).

It is concluded that the Gender, Age, Education, Income, Occupation, no of members in the family, Place of residence, Marital status of the respondents have no significant inference on the problem faced by the respondents while availing the residential cleaning services.

Income and Satisfaction of cleaning services

The Table describes the results of chi-square analysis interms of income, chi-square value, p – value and their significance on the satisfaction towards cleaning services.

Chi -square value on the income and satisfaction of cleaning services

Factors	P- value	df	Significant value	NS/S
A/C cleaning	10.936	9	.280	NS
Ro of cleaning	14.563	12	.266	NS
Kitchen cleaning	9.063	9	.431	NS
Disinfection services	12.404	12	.414	NS
Full house cleaning	14.599	12	.264	NS
Maid service	15.152	12	.233	NS
Water tank cleaning	15.200	12	.231	NS

Source: Primary Data

Note: S- Significant(p value < 0.05);NS - No significant(p value >0.05).

It is concluded that the income of the respondents do not have significant inference on the satisfaction level of the A/C cleaning, roof

cleaning, kitchen cleaning, disinfection service, full house cleaning, maid service and water tank cleaning.

Ranking calculation

Garrett ranking was applied to findout the ranking

of the factors which influenced the respondents while choosing and availing the residential cleaning companies and services

Factors affecting customers while a vailing residential cleaning services

S.No	Factors	Rank Givenby the Respondents					
		Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
1	Staff	46	24	25	26	12	17
2	Equipment	13	46	34	21	23	13
3	Brands	16	21	36	32	18	27
4	Price	24	15	30	44	16	21
5	Time	16	31	17	16	56	14
6	Quality	35	14	7	13	23	58

Source: Primary Data

Percent Position and Garret Value

S.No	$100(R_{ij}-0.5)/N_j$	Calculated Value	Garret Value
1	$100(1-0.5)/6$	8.33	77
2	$100(2-0.5)/6$	25	63
3	$100(3-0.5)/6$	41.67	54
4	$100(4-0.5)/6$	58.33	45
5	$100(4-0.5)/6$	75	36
6	$100(4-0.5)/6$	91.67	23

Source: Primary Data

Calculation of Garret Value and Ranking

Factors	Rank given by the respondents						Total	Average	Rank
	1 st	2 nd	3 rd	4 th	5 th	6 th			
Staff	3542	1512	1350	1170	432	391	8397	55.98	I
Equipment	1001	2898	1836	945	828	299	7807	52.04	II
Brand	1232	1323	1944	1440	648	621	7208	48.04	IV
Price	1848	945	1620	1980	576	483	7452	49.68	III
Time	1232	1953	918	720	2016	322	7161	47.74	V
Quality	2695	882	378	585	828	1334	6702	44.68	VI

Source: Primary Data

From the table, it is found that the respondents irrespective of the classification pay high attention towards factors like "Staff" and followed by "Equipment" of residential cleaning companies before availing their services.

Results of chi-square analysis

- It is concluded that factors such as gender, age, education, income, occupation, number of family members, place of residence, and marital status have no significant impact on respondents' opinions regarding the challenges they face when using residential cleaning services.
- Additionally, the income of respondents does not significantly influence their satisfaction levels with various cleaning services such as A/C cleaning, roof cleaning, kitchen cleaning, disinfection, full-house cleaning, maid services, and water tank cleaning.

Results of ranking analysis

- Respondents, regardless of their classification, prioritize "Staff" quality as the most important factor when choosing a residential cleaning company, followed by the importance of "Equipment" used by the company.

Suggestions

This study provides valuable insights into consumer psychology, highlighting key factors that could help predict future customer behavior. Based on the findings, the following suggestions are offered from the researcher's perspective:

- Focus on marketing and promotions: Residential cleaning companies should improve their advertising, marketing strategies, and promotions to fully capitalize on their market potential.
- Balance quality and cost: Customers are highly concerned about both the quality and the cost of services, so companies should strive for greater operational efficiency.
- Enhance advertisement effectiveness: Since customers have low awareness of cleaning services, advertisements should be more educational and impactful.
- Upgrade equipment: Residential cleaning companies should invest in modern cleaning equipment to provide faster and higher-quality services.
- Introduce special offers: Offering combo deals and special promotions can significantly influence customers' purchasing decisions.

III. CONCLUSION

The research study on customer perceptions of residential cleaning services has yielded clear insights into what customers expect in the current market. Key factors influencing their decisions include service quality, pricing, and advertising. Consumers often choose cleaning companies based on brand image and advertising efforts. Most customers are satisfied with the quality of services and are willing to recommend them to others. To remain competitive, marketers should continue to innovate and implement creative sales promotion strategies. The study has also deepened the researcher's understanding of consumer behavior.

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