

UNILEVER JIF CREAM CLEANER

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INTRODUCTION

- Unilever is a multinational fast-moving consumer goods company known for its diverse portfolio, operating in over 190 countries (Unilever, 2024).
- Jif Cleaning Cream, known for its strong yet gentle cleaning formula, has built a reputation for effectively removing tough stains without damaging surfaces



CONSUMER BEHAVIOR ANALYSIS

Characteristics of Jif Cream Cleaner

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- Available in **Original, Lemon, Rose** and **Anti-Bacterial** variants (Amazon, n.d.).
- Uses **micro-crystal technology** for tough stain removal (Lulu Hypermarket, n.d.-a).
- Clings to surfaces for better cleaning; **easy to rinse** (Lulu Hypermarket, n.d.-a).
- Not suitable for sensitive materials like aluminum (Lulu Hypermarket, n.d.-a).



NEED RECOGNITION

Internal

Recognizing tough stains & hygiene concerns (Lucidchart, n.d.).

External

Advertising, social influence, and UAE regulatory standards (Lucidchart, n.d.; Freyr, n.d.).



PURCHASE DECISION-MAKING

Individual decision

Primary caregivers often make the choice based on past experience and product efficacy (Cloutrack, n.d.).

Group decision

Families may collectively decide to switch cleaners after noticing persistent stains (Fiveable, n.d.).

ROLE OF REFERENCE GROUPS

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● Primary Groups

Family and friends impact choices through recommendations.

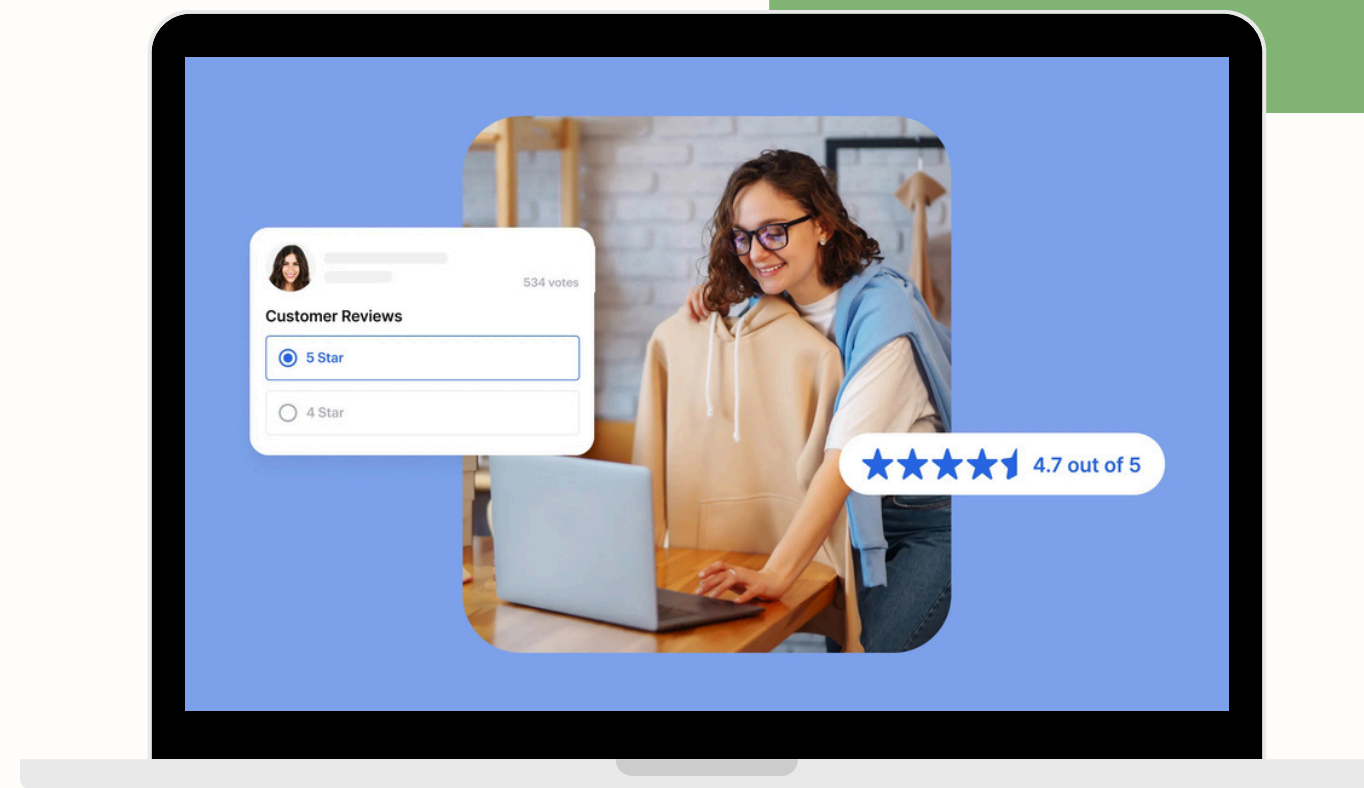


● Aspirational Groups

Consumers mimic desired lifestyles, like choosing eco-friendly products promoted by green advocates (Fiveable, n.d.).

● Secondary Groups

Online communities (e.g., Reddit, parenting groups) provide indirect influence (Cloutrack, n.d.).



CONSUMER BEHAVIOR ANALYSIS

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Consumer Decision-Making for Jif Cleaning Cream

Emotional vs. Rational Decision-Making

- Rational: Effectiveness, price, safety, sustainability, ease of use.
- Emotional: Brand trust, cleanliness satisfaction, social influence, advertising appeal.

2

Role of Opinion Leadership

- Influencers & Bloggers: Social media demonstrations shape consumer choices.
- Household Decision-Makers: Domestic workers & caregivers influence brand loyalty.
- Online Reviews : Positive/negative testimonials impact purchases.
- Eco-Conscious Leaders: Sustainability advocates drive green consumer behavior.

CONSUMER BEHAVIOR ANALYSIS

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Sources of Information

- Online: Retail sites (Amazon UAE, Carrefour), social media, YouTube reviews.
- Word-of-Mouth: Family, friends, community groups.
- In-Store: Promotions, discounts, product displays.
- Traditional Media: TV, radio, flyers for older demographics.



CUSTOMERS' SEARCH EFFORTS

● Low level of efforts

- Household cleaning products tend to be purchased out of habit, convenience, or impulse
- Jif is a well-established cleaning brand name, making it easy for customers to learn about it passively

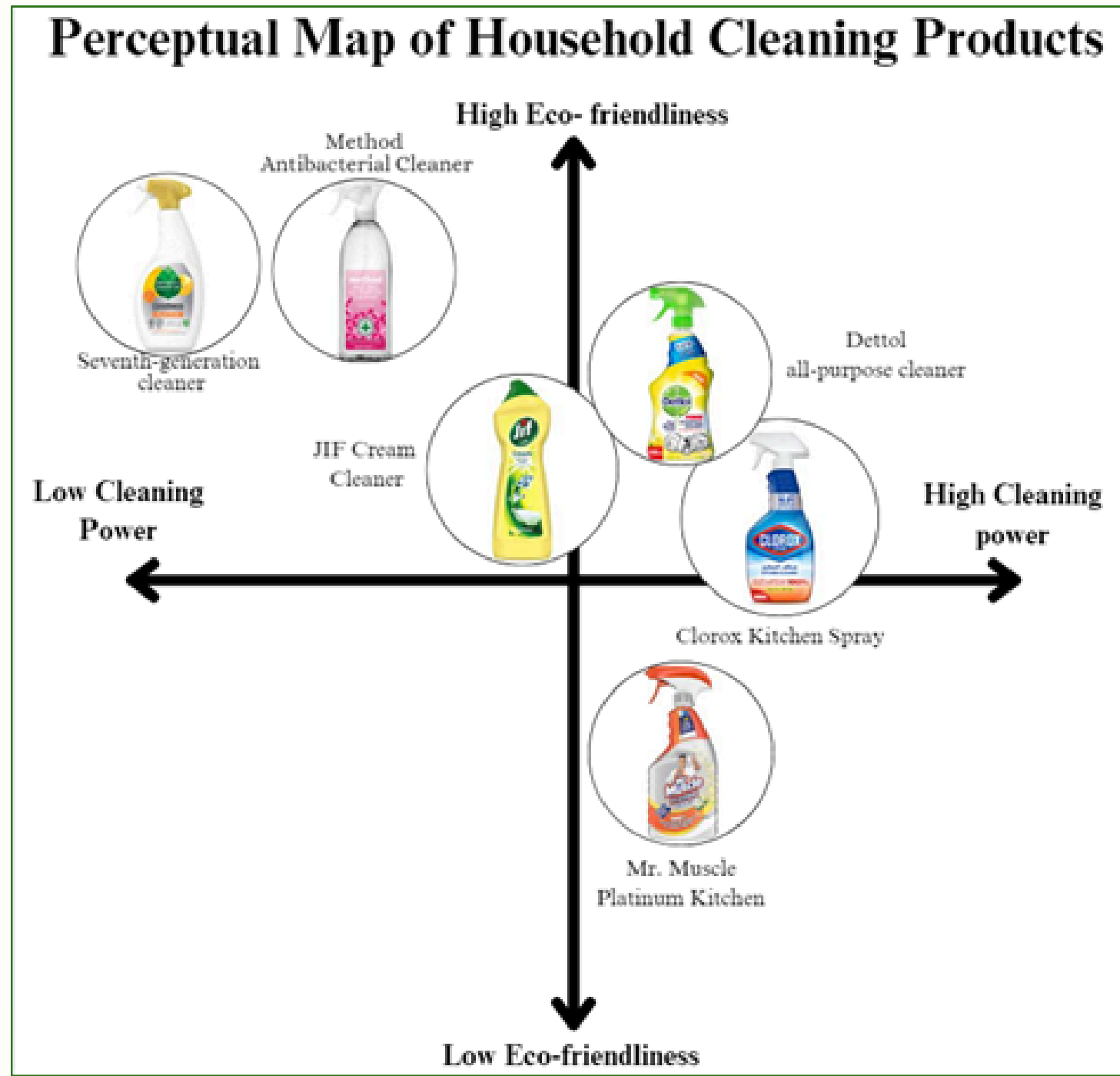
● Moderate level of efforts

- Customers who are not looking for an average cleaning product, but search options for specific cleaning needs
- Eco-conscious people
- Budget-conscious buyers

BRAND PERCEPTION

BRAND ATTITUDES

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- JIF cream cleaner is highly regarded due to its effectiveness in stubborn spots and ease of use (Kantar, 2023).
- It reduces the need for excessive washing, offering real-time savings and effort reduction (Euromonitor International, 2023).

- JIF's long market history and star image have built consumer confidence and loyalty.
- Minor complaints include white residue and skin irritation, but despite these, many continue to choose JIF due to its reliable performance and reputation (Statist, 2024).

Post purchase satisfaction status

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Satisfaction	Dissatisfaction
Working effectiveness	White residue issue
Makes cleaning much easier	Can be harsh on skin
Mild scent	

Overall, jif Cream Cleanser has received a high amount of positive feedback (4.6 out of 5 stars), and the product remains an efficient cleaning option.

MARKETING IMPLICATIONS

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**Multi-Channel
Marketing Strategy**



Eco-Conscious Gap



Digital Marketing



Key Alignment

RECOMMENDATIONS

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Addressing White Residue Concerns

Still have a white residue concern?



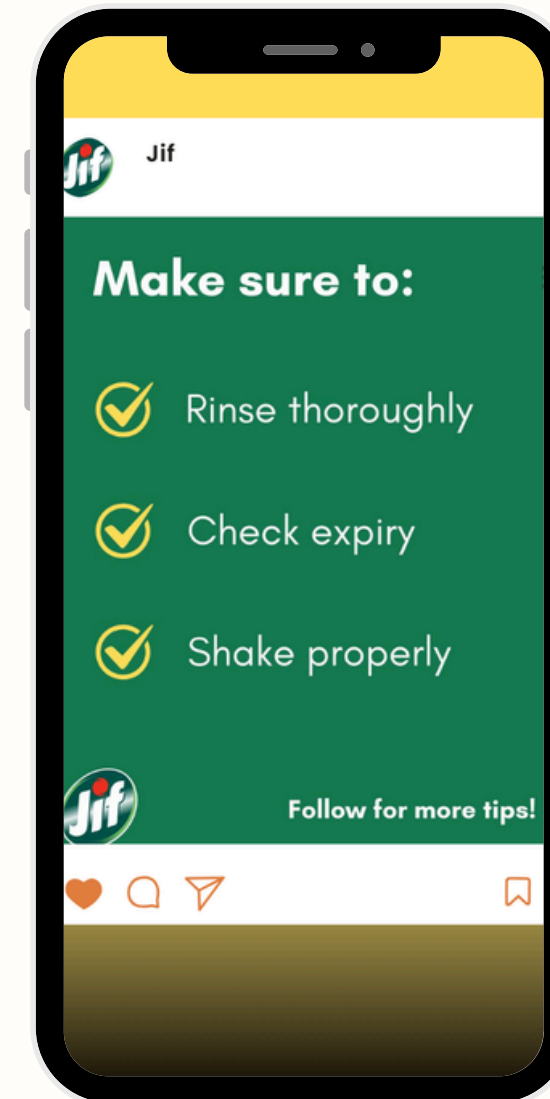
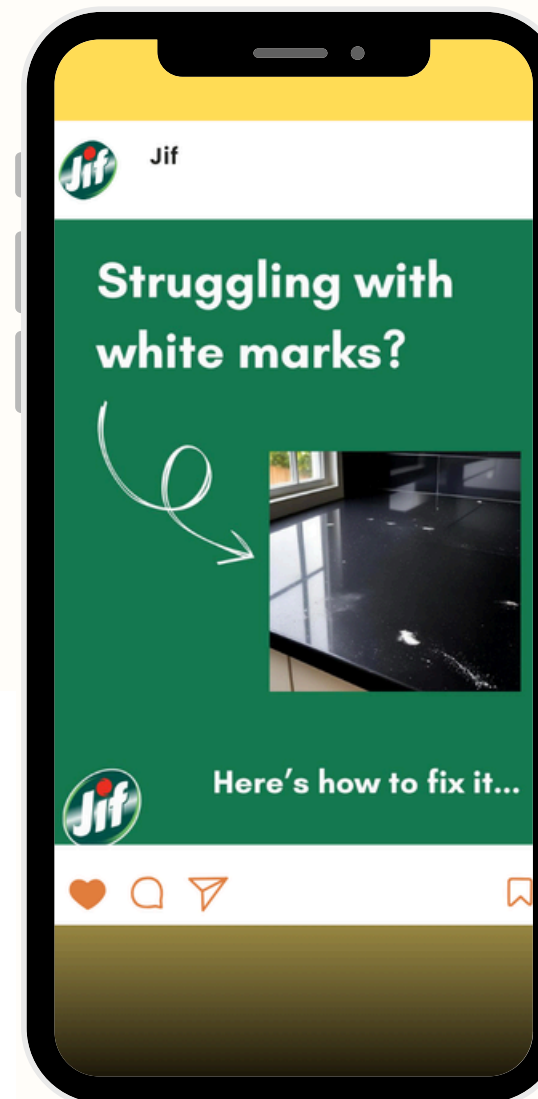
Follow a clear usage guidelines on the back of the package!

Clear Usage Instructions

Before :



After :



Social media content



Customer Education

RECOMMENDATIONS

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● Introducing New Packaging To Raise Awareness



Specialty Packaging

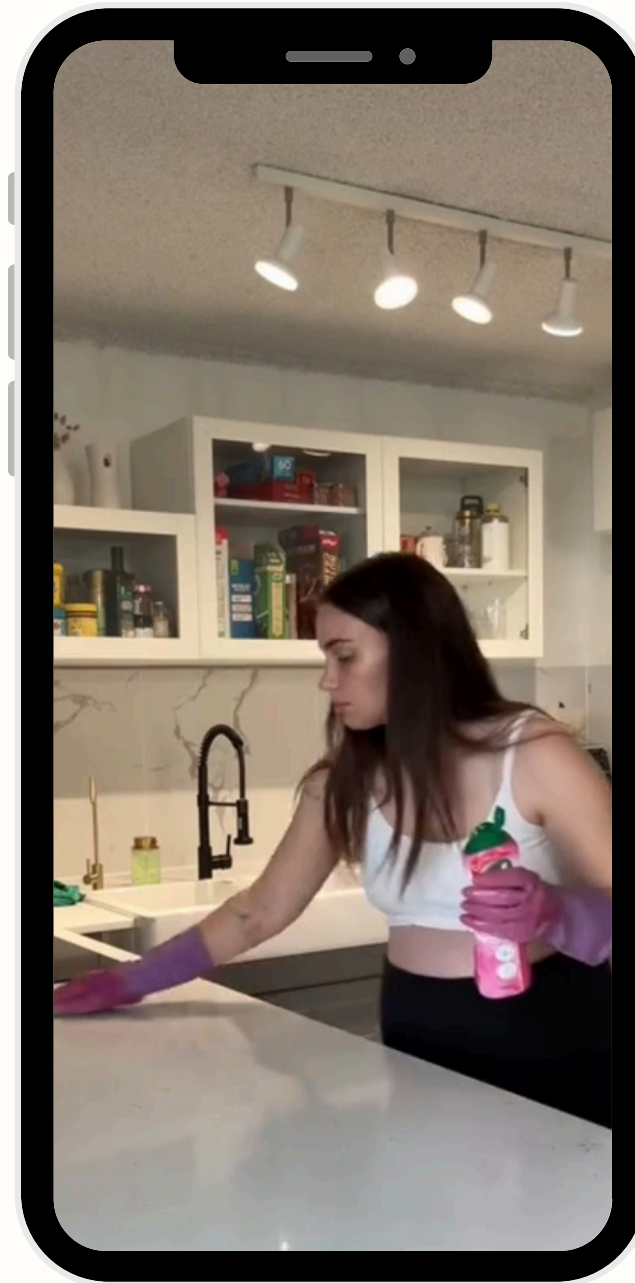
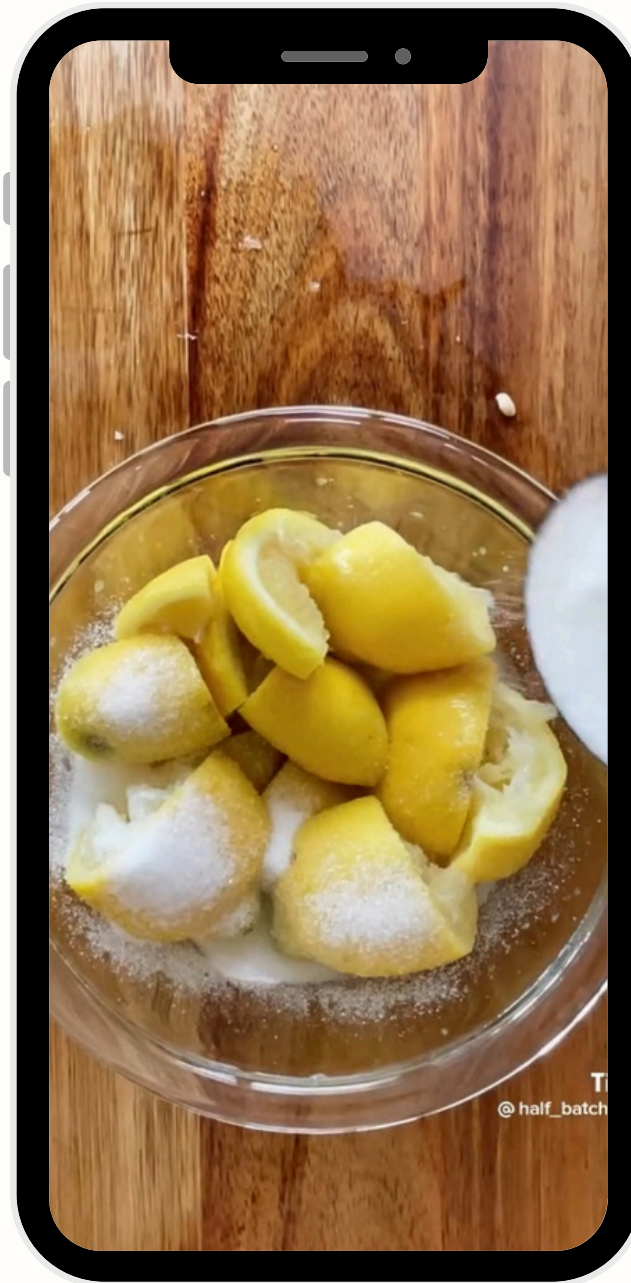


Influencer PR Packages

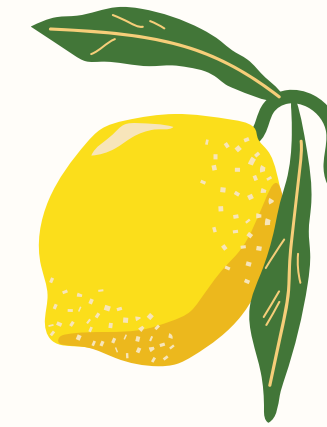
RECOMMENDATIONS

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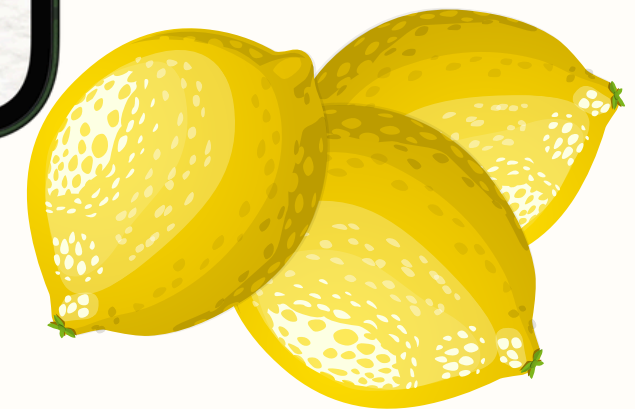
- Leveraging Multi-Purpose Use & Engaging Younger Audiences



TikTok and Instagram Engagement



Video campaigns



RECOMMENDATIONS

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● Expanding Product lines with Natural and Specialized Solutions





THANK YOU!

