



A Market Survey On Consumer Perception Towards Goodnight Liquid Mosquito Repellent In Bangalore

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Abstract: This study examines consumer perception of Goodnight Liquid Mosquito Repellent, a leading product by Godrej Consumer Products Ltd. Primary data were collected through a structured survey, analysing consumer views on effectiveness, safety, price, fragrance, and packaging, and comparing Goodnight with other competitor brands. The findings offer valuable insights into consumer satisfaction, brand loyalty, and market competitiveness, enabling the refinement of product features and marketing strategies for improved brand positioning.

Index Terms -Consumer Perception, Mosquito Repellent, Goodnight, Consumer Satisfaction, Brand Preference, Product Effectiveness.

INTRODUCTION

The mosquito-borne diseases of malaria and dengue also prevail in India, which has created the demand for effective mosquito repellents. Out of many, liquid vaporizers have become popular due to their convenience and safety. Goodnight, belonging to Godrej Consumer Products Ltd., has emerged as a brand trusted for its effectiveness and fragrance varieties, suiting each family's tastes. This report undertakes an analysis of consumer perception toward Goodnight, based on usage patterns, satisfaction levels, and other dimensions such as price, packaging, and availability, relative to its competitors: All-Out, Morten, Maxo, and Odomos. The findings try to provide valuable insights into how the marketing strategy can be reviewed for product improvement in this competitive category of mosquito repellent.

COMPANY AND PRODUCT PROFILE

Goodnight is a leading mosquito repellent brand from Godrej Consumer Products Limited, a flagship company of the Godrej Group, which is headquartered in Mumbai, India. The Godrej Group, set up in 1897 by Ardeshir Godrej, is one of the largest private sector, multi-business conglomerates in India, with a reputed position in over 60 countries and businesses for FMCG, real estate, appliances, and agri-care. Guided by Nadir Godrej, GCPL is firmly committed to its mission of "Enriching quality of life, every day, everywhere" underpinned by strong values of integrity, trust, and respect for the environment.

Goodnight has been synonymous with mosquito protection in the country since its acquisition in 1994. Invented first by Trans Elektra Domestic Products Ltd. in 1984.

Goodnight has evolved through continuous innovation, strategic marketing, and consumer-focused product development. The brand caters to the rural and urban markets with a positioning of being safe, gentle, and effective to target middle and upper-class homes.

The brand's product line includes liquid vaporizers, coils, Fast Cards, fabric roll-ons, and natural incense sticks. The main products are liquid mosquito repellents under the brand name Goodnight, which include variants like Gold Flash and Power Active+ for strong and long-lasting protection. The dual-mode technology, pleasing fragrance, and safety guarantee make this product one of the favourites in every household. Strong brand equity, continuous product innovation, and wide distribution have helped Goodnight maintain its leadership in the competitive mosquito repellent market in India.

LITERATURE SURVEY: The following literature was reviewed in order to understand research in the area of mosquito repellents in general and Goodnight mosquito repellent in specific.

- **Goodnight & YouGov Survey (2025)** – Reported great nationwide concern over mosquito-borne diseases and preference for safe, trusted repellents; highlighted Renofluthrin-based innovation driven by climate-related mosquito spread.
- **Singh, Behar & Dubey (2025)** – Created eco-friendly essential-oil jelly repellent offering skin safety and convenience; expanded natural repellent delivery formats.
- **Journal of Medical Entomology (2024)** – Found plant-based spatial blends outperform DEET and picaridin in keeping mosquitoes away; recommended use in coated screens and area-wide systems.
- **Bhat & Shetty (2023)** – Formulated herbal vaporizers and cones using traditional medicinal plants that effectively repelled mosquitoes without irritation; demonstrated the value of folklore-based eco solutions.
- **Kumar et al. (2022)** – Designed encapsulated essential-oil repellent gel extending duration and reducing skin irritation; enhanced natural repellent performance.
- **Efficacy Review on Topical Repellents (2022)** – Confirmed DEET as the longest-lasting repellent, with picaridin and PMD as reliable alternatives; noted botanical oils offer short-term protection.
- **Sharma (2021)** – Observed consumer avoidance of smoke-based repellents due to irritation concerns; Goodnight's safety and family-focused messaging increased trust and loyalty.
- **Ramesh & Joseph (2020)** – Reported rural dependence on coils due to affordability and urban preference for vaporizers for efficiency; lifestyle and health awareness shaped usage.
- **GCPL Sleep Study (2019)** – Found mosquito nuisance disrupted sleep, especially for families with children; Goodnight was preferred for low smoke and safety.
- **Tan et al. (2019)** – Laboratory comparison proved DEET significantly more effective than clove-based repellents; reinforced the need for scientifically validated ingredients.
- **Singh & Kumar (2018)** – Established Goodnight as the preferred liquid vaporizer based on safety, fragrance, and brand trust; families valued non-irritating products.
- **IMRB Survey (2017)** – Revealed urban households preferred liquid vaporizers while rural areas continued using coils; safety, odor, and ease of use influenced brand choice.
- **Saha & Roy (2016)** – Found urban consumers preferred liquid vaporizers for convenience; price sensitivity strongly influenced lower-income groups.
- **Patel et al. (2012)** – Reviewed synthetic, natural, physical, and biological mosquito-control methods; concluded DEET most effective, while natural options are safer and eco-friendly.

OBJECTIVES OF THE STUDY

The study aims to understand consumer's usage patterns of Goodnight liquid mosquito repellent, perception of consumers regarding the product quality, effectiveness & safety and the factors that influence the purchase decisions.

RESEARCH METHODOLOGY

The study was conducted among consumers in Bengaluru, Karnataka, to analyze their perception, satisfaction, and buying behaviour towards Goodnight liquid mosquito repellent. A descriptive research design was adopted to systematically examine consumer opinions on factors such as product effectiveness, safety, price, availability, and brand preference. The research aimed to interpret how these factors influence overall customer satisfaction and loyalty towards Goodnight. The study followed a descriptive research approach, combining convenience and simple random sampling methods to ensure accessibility and fairness in respondent selection. The sample consisted of 130 respondents representing

different age groups, occupations, and income levels. This diversity provided a comprehensive understanding of consumer perception across various demographic segments within the Bengaluru region.

The study utilized both primary and secondary data sources. Primary data was collected through a structured questionnaire distributed to consumers through in-person and online surveys. The questionnaire included sections on demographic details, product usage patterns, satisfaction levels, price perception, and brand loyalty. Secondary data was gathered from company websites, market research reports, journal articles, and published studies related to consumer behaviour and mosquito repellents, providing theoretical support and contextual understanding for the analysis.

RESULTS AND DISCUSSION

The data collected through the survey and tabulated and analysed in order to achieve the desired objectives. The following table explains the variables analysed and the responses of the respondents.

Analytical Dimensions	Variables Covered	Key Analytical Findings (Condensed Summary)
Demographic Profile of Respondents	Age group, Occupation, Annual income, Area of residence, Frequency of usage	The majority of respondents (44.6%) fall in the 20–30 age group, followed by 30–40 (41.5%). Working professionals (43.8%) and students (35.4%) form the major user segments. 40% belong to households with income below ₹3,00,000, showing affordability across low-income groups. Urban users (42.3%) slightly outnumber rural and semi-urban users (57.7% combined). Daily usage (44.6%) indicates mosquito repellents as a household necessity.
Product Usage and Duration Patterns	Hours of usage, Room of use, Satisfaction, Frequency of refill, Side effects	Most users (38.5%) operate the repellent for 2–4 hours per day, primarily in bedrooms (60.8%). Effectiveness satisfaction is high, with 83.1% satisfied or highly satisfied. Refill purchase is regular—40% buy every two months, 36.2% monthly. While 68.5% report no side effects, 31.5% experience mild irritation or coughing, indicating a need for improved formulation and ventilation awareness.
Price Perception and Availability	Price evaluation, Market availability	Nearly half the respondents (46.9%) perceive the product as expensive, while 23% consider it affordable. Availability remains strong, with 76.9% reporting it as always available and 18.5% mostly available. Thus, Goodknight maintains a reliable distribution system despite moderate price sensitivity.
Brand Preference and Trust	Brand usage, Brand trust level	Goodnight is the dominant brand (76.9% users), followed by All-Out (18.5%). Brand trust is strong—73.9% express satisfaction or high satisfaction levels, whereas only 3.8% show dissatisfaction. This highlights the brand's credibility and customer retention strength.
Recommendation and Consumer Loyalty	Willingness to recommend	79.2% of respondents indicate they would recommend Goodknight to others, showing high satisfaction and advocacy potential. Only 4.6% would not recommend, and 16.2% remain neutral,

FINDINGS

The major findings include the following:

- 43.8% users are working professionals and 35.4% are students, showing strong appeal among active, educated segments.
- 40% belong to households earning below ₹3 lakhs, proving Goodnight penetrates price-sensitive groups.
- Usage share is 42.3% urban, 32.3% rural and 25.4% semi-urban, proving widespread accessibility.
- 44.6% of users rely on mosquito repellents daily, confirming that it's a household necessity.
- Most respondents (38.5%) keep the liquid switched on for 2–4 hours per day, reflecting evening or night-time usage habits.
- 60.8% use the product in bedrooms, linking the brand with sleep-time protection.
- 27.7% of users are very satisfied and 55.4% are satisfied with Goodnight's effectiveness, totalling 83.1% positive response.
- Only 3.8% reported dissatisfaction, suggesting very low performance concerns.
- The refill purchase frequency shows strong usage regularity 40% buy every 2 months, and 36.2% buy monthly.
- 68.5% reported no side effects, while 31.5% experienced mild irritation or headaches.
- 46.9% feel the product is expensive and only 23% find it affordable, showing price sensitivity.
- 76.9% say the product is always available, reflecting strong distribution.
- Goodnight has 76.9% usage share, followed by All-Out (18.5%) and Maxo (3.8%), proving clear dominance.
- 73.9% are satisfied with the brand and 79.2% are willing to recommend it, confirming high trust and loyalty.

CONCLUSION

The study concludes that Goodnight maintains its market leadership in liquid mosquito repellents, preferred by 76.9% of respondents for its trust, effectiveness, and availability. With 83.1% user satisfaction, it remains a household essential, mainly for nighttime protection. However, 31.5% reported mild side effects, and 46.9% found it expensive, indicating scope for herbal variants and affordable packs. Sustaining growth will require continuous innovation, eco-friendly solutions, and balanced pricing. By focusing on safety, affordability, and consumer trust, Goodnight can reinforce its dominance and ensure long-term brand loyalty.

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