

CASE STUDY

Detergents in Thailand

How voice-first AI probing reveals the gap between claimed loyalty and real purchase behavior in a low-involvement category.

n=102 completed interviews

Hybrid quant + qual design

Thai laundry detergent users



WHY THIS STUDY

A low-involvement category where loyalty is easy to overstate.

Detergents are bought routinely, often on autopilot, and many respondents claim to mainly use one brand. The harder question is what happens at the shelf or in the app when price, stock, scent, family habits, or promotions interrupt that routine.

Claimed loyalty

90% claimed primary brand use, but this often meant habit or preference under normal conditions.

Real behavior

80% were heavy rotators or switchers once price, availability, or scent entered the purchase moment.

Category tension

Choice often splits between cleaning power, fragrance, value, and inherited household routines.

Quant answers fed directly into adaptive voice probes.

1 Profile behavior

Respondents completed a detergent U&A; survey covering format, machine type, main brand, loyalty, image, channel, and influence.

2 Detect contradictions

The AI read the full quant answer set and selected 4-5 probes based on each respondent's actual response pattern.

3 Probe live moments

Priority was given to switching moments, habit-versus-preference gaps, image-reality gaps, and autopilot contradictions.

Switching probe

“You planned to buy another brand, but bought this one. What changed your mind?”

Autopilot probe

“You said you always buy the same brand, but promotion also matters. How do those go together?”

Image probe

“When you think of people who use that brand, what kind of person comes to mind?”

Six findings that matter for detergent brands.

Loyalty is conditional

Most respondents have a main brand, but many rotate when value, stock, or scent makes another brand attractive.

Out-of-stock breaks routine

Preferred-brand unavailability often causes trial, but many respondents still expect to return later.

Latent preference is common

43% rated a non-main brand equal or higher on personality or love, often because of scent or image.

Price is a live trigger

Promotions were mentioned by 83%; buy-1-get-1 offers were especially powerful switching moments.

Cleaning and scent split the market

Breeze, Attack, and Omo are linked to cleaning; Downy and Hygiene to fragrance and freshness.

Family habits still matter

Mother's brand appeared as a loyalty anchor for 29%, though current value and quality still need to reinforce it.

The real tension is habit versus interruption.

A survey can show that people say they buy the same detergent. The interview reveals what the routine is made of: memory from home, confidence in cleaning, love of scent, promotion thresholds, and small moments where the intended choice changes.

The qualitative value

The AI did not just ask why people buy detergent. It asked why their answers conflicted: loyal but promotion-driven, habitual but influenced, functional but emotionally attached to scent.

“Any discount is fine, as long as there is a discount.”

Respondent 3

“Normally I intend to buy Breeze, but promotions affect the size I choose.”

Respondent 9

“I chose Hygiene because I liked the scent more.”

Respondent 6

Consumers organize brands around cleaning, fragrance, and value.

Cleaning power

Breeze, Attack, and Omo were associated with stain removal, practical reliability, sport, work, and family laundry.

Fragrance and freshness

Downy and Hygiene carried softer emotional cues: freshness, comfort, self-care, modernity, and confidence outside the home.

Value and availability

Pao and promoted pack sizes often entered through affordability, convenience, and immediate shelf logic.

This explains why many respondents build small brand portfolios rather than single-brand loyalty. A brand may win one wash occasion but not the whole laundry routine.

IMPLICATIONS

What detergent brands can do with the findings.

Measure real loyalty

Separate main-brand habit from exclusive loyalty, conditional loyalty, and portfolio use.

Use concrete price triggers

Ask for actual switching thresholds, not only general price sensitivity.

Design for the shelf moment

Availability, pack visibility, and promotions can disrupt even familiar routines.

Bridge cleaning and scent

The strongest innovation space combines strong stain removal with credible long-lasting fragrance.

Respect inherited habits

Family history can open the door, but performance and value keep the brand in the basket.

Probe contradictions

The richest insights came from asking about tensions inside the respondent's own answers.

WHAT THIS PROVES

Kui Kab May can make low-involvement categories strategically useful.

Depth at scale

A sample of 102 provides enough robustness to see patterns while preserving the respondent's own story.

Better than static qual

The AI can choose probes differently for switchers, loyalists, inherited users, and heavy rotators.

Better than quant alone

The survey identifies patterns; the interview explains the motive, trigger, and emotional logic behind them.

Actionable output

The findings point to promotion mechanics, brand positioning, innovation spaces, and tracking questions.

TRY THE INTERVIEW

Experience the detergent interview yourself.

Scan the QR code once the demo is live. You will answer a few screening questions, speak into your phone, and experience how the AI interviewer adapts to loyalty, switching, brand image, and purchase behavior.



Scan to try the detergent interview

maarten@bedigital.co.th
survey.bedigital.co.th

