

A Study on Challenges faced by Bangalore Residents in Accessing and Utilizing House Cleaning Services

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Abstract

With increasing urbanization and busy lifestyles, the demand for professional house cleaning services in Bangalore has grown significantly. However, many residents face challenges in accessing and utilizing these services, impacting their overall satisfaction and willingness to rely on them regularly. This study aims to identify the key difficulties faced by Bangalore residents in availing house cleaning services, including issues related to affordability, service availability, quality concerns, and accessibility. It also examines consumer preferences, adoption patterns, and the role of digital platforms in service procurement.

To achieve these objectives, primary data was collected through a structured survey targeting Bangalore residents. The findings indicate that while digital platforms have made booking services more convenient, many consumers still struggle with high costs, inconsistent service quality, and scheduling difficulties. Trust and reliability issues also emerge as major concerns, with customers expressing hesitation in hiring unknown service providers. Additionally, limited awareness regarding service options and lack of customer-centric policies further contribute to the challenges faced by users. Despite these obstacles, the study finds that a significant portion of respondents are willing to recommend cleaning services, provided key concerns such as pricing and service quality are addressed. This study underscores the need for improving the affordability and reliability of house cleaning services while enhancing consumer awareness and trust. Service providers must focus on standardizing quality, ensuring transparent pricing, and leveraging technology to streamline operations. Additionally, regulatory bodies and policymakers can play a role in setting industry standards to ensure fair practices. Addressing these challenges can contribute to a more efficient and consumer-friendly house cleaning service industry in Bangalore, ultimately improving urban living standards. The insights from this research can help service providers, businesses, and policymakers in shaping strategies to enhance service delivery and consumer satisfaction.

Keywords

House Cleaning Services, Consumer Challenges, Service Accessibility, Affordability and Quality, Digital Service Platforms, Urban Household Hygiene

Introduction

Bangalore, often referred to as the "Silicon Valley of India," is a thriving metropolis that has become one of the most significant urban centers in the country. Known for its dynamic economy, rapidly expanding technology sector, and vibrant cultural landscape, the city continues to attract a diverse mix of professionals, students, and entrepreneurs. As the population grows and the city continues to evolve, so do the complexities of daily life for its residents. In particular, the demands of modern living—driven by long working hours, a fast-paced lifestyle, and increasingly busy social schedules—have made it challenging for many individuals to keep up with household chores, particularly cleaning tasks.

In response to this challenge, a wide range of professional house cleaning services has emerged, offering residents a convenient solution to maintain cleanliness and hygiene within their homes. These services, which include everything from basic dusting and mopping to specialized deep cleaning and post-construction cleaning, have gained immense popularity over the years. For many Bangaloreans, outsourcing house cleaning is not just a matter of convenience, but also a necessity, allowing them to focus on their careers, family, and personal interests without the added burden of maintaining a clean-living space.

Despite the growing reliance on professional cleaning services, the residents of Bangalore face a host of challenges when it comes to accessing and utilizing these services effectively. These challenges range from issues related to service pricing and availability to concerns over the quality of service and the reliability of service providers. Moreover, with the burgeoning number of cleaning service companies in the market—ranging from small, local businesses to larger, well-established multinational corporations—residents often find it difficult to navigate the wide array of options available to them. As a result, choosing a reliable and trustworthy cleaning service becomes an overwhelming task for many residents.

One of the primary concerns for Bangalore residents is the cost of house cleaning services. While the market offers a variety of service packages tailored to different budgets, the overall pricing structure often remains opaque, leaving customers uncertain about the true value of the service they are paying for. Premium cleaning services, which typically promise higher standards and quality, come with a hefty price tag, making them unaffordable for a significant portion of the population. On the other hand, budget-friendly cleaning services may compromise on quality, leaving residents dissatisfied with the outcome. Furthermore, unclear or hidden charges, coupled with varying pricing models across service providers, add to the confusion, leaving many potential customers hesitant to avail of house cleaning services altogether.

Along with pricing, another key challenge faced by residents is the reliability and consistency of cleaning services. Many customers report difficulties in scheduling appointments, especially when they require cleaning services at short notice or during peak demand periods. Inconsistent service quality is also a common issue—while some service providers offer excellent cleaning results, others may fall short in meeting customer expectations. Complaints about missed appointments, incomplete cleaning, or unprofessional conduct by cleaning staff are recurring issues that affect customer satisfaction. Additionally, with the absence of standardized regulations in the house cleaning industry, residents often face challenges in holding service

providers accountable for substandard services.

Trust and security are other significant barriers that residents must navigate when opting for house cleaning services. Given the nature of the service, which involves inviting external personnel into private living spaces, issues of security and trust are paramount. Many residents express concerns about the background checks and training provided to cleaning staff, fearing that unvetted workers could pose a security risk or potentially cause damage to property. Additionally, incidents of theft or property damage during cleaning sessions, while rare, have been reported, leading to a general sense of wariness among potential customers. In such cases, the lack of a clear complaint resolution mechanism further compounds the problem, as residents may feel they have little recourse to address grievances.

The quality and availability of labour also remain major challenges for both residents and service providers. Many cleaning service companies rely on low-paid, unskilled labour, which can lead to inconsistent service quality. While a few high-end service providers employ well-trained professionals, they often come at a premium, leaving residents with fewer affordable options for quality cleaning. Additionally, the lack of adequate training for workers, particularly in specialized cleaning tasks such as carpet cleaning or window washing, can result in subpar service, leading to dissatisfaction and a lack of confidence in the overall cleaning industry. Furthermore, the demand for cleaning services has grown rapidly in tandem with Bangalore's urbanization, leading to labor shortages, especially during peak times, when customers may find it difficult to book cleaning appointments on short notice.

The rapid growth of the cleaning services industry in Bangalore has also led to a surge in competition, which, while beneficial for consumers, has made it harder to differentiate between service providers. Residents often struggle to evaluate the quality and reliability of different companies due to a lack of comprehensive reviews, standardized service packages, and transparent pricing. With limited avenues to gauge a company's credibility, customers frequently rely on word-of-mouth recommendations or online reviews, which may not always provide an accurate reflection of the quality of service offered. Despite these challenges, the house cleaning service industry in Bangalore is evolving, and many service providers are attempting to address some of the issues identified by residents. Innovations in technology, such as mobile apps and online platforms for booking cleaning services, have made it easier for customers to find service providers and schedule appointments at their convenience. Additionally, some companies are placing more emphasis on training, background verification, and offering transparent pricing models to improve customer trust and satisfaction. However, the road to widespread improvement remains challenging, as these issues continue to affect large segments of the population.

This research aims to comprehensively explore the various challenges faced by residents of Bangalore when accessing and utilizing house cleaning services. By investigating key factors such as affordability, reliability, customer service, trust, and the availability of skilled labor, this study seeks to uncover the root causes of dissatisfaction among customers and identify actionable solutions to address these issues. In doing so, the research will provide insights not only into the obstacles encountered by residents but also into potential strategies for service providers to improve their offerings. The findings of this study can contribute to the

development of a more efficient, transparent, and customer-centric house cleaning service industry in Bangalore, ultimately enhancing the quality of life for its residents.

Review of Literature

(Geetha, D. & Tyagi, R. 2016) Research in household cleaning has led to innovative solutions, with most consumers prioritizing functionality over "natural" or "multipurpose" claims. Urbanization, environmental concerns, and rising costs drive demand for sustainable laundry and dishwashing products. Higher income and product variety influence spending, making consumers more selective. Energy and water efficiency are key factors in purchasing washing appliances, alongside multi- functionality and brand trust. With laundry and dishwashing accounting for nearly half of surfactant use, natural, biomass-based surfactants are expected to dominate the market.

(Arun, V., & Patel, Suhas. 2018) Advertising has multiple standard definitions, but all emphasize attracting and retaining customers. It is a business function that involves creating, delivering, and communicating value to consumers while managing relationships for mutual benefit. Effective advertising relies on market analysis and segmentation to understand consumer behavior and enhance customer value. Successful marketing aligns a company's vision, mission, and technological capabilities to strengthen its market position. While advertising is often linked to business success, its importance varies by industry. Large brands like Toyota, Nissan, and Nestlé depend heavily on marketing to maintain their customer base, whereas regulated industries and niche businesses may use minimal advertising, such as flyers, to reach their audience.

(Chaurasia, V. et al. 2022) Hygiene has been recognized as a crucial measure in preventing COVID-19 transmission, particularly hand hygiene and wearing masks. This study explores how people manage hygiene in their daily lives, including handling fruits and vegetables, availing grooming services, disinfecting themselves after returning home, and maintaining household cleanliness. Additionally, it examines public awareness and knowledge about the virus. The study collected primary data through a self-administered questionnaire using a quota sampling method. Bivariate analysis was conducted to derive key insights. Findings indicate a lack of awareness regarding the safe use of disinfectants, highlighting the urgent need to educate people on proper cleaning practices. Furthermore, there is a pressing need to spread awareness about COVID-19 risk factors and reinforce the importance of hand hygiene and sanitation. Mass media, public announcements, and creative awareness campaigns should be leveraged to enhance public knowledge and promote safer hygiene practices.

(Lim, M. X. 2024) The e-clean House Apps for Kampar Residential is a mobile application designed to assist individuals who lack the time or ability to clean their homes efficiently. This app allows users to book professional maids for household chores, ensuring a more convenient and accessible cleaning service. However, three key issues have been identified: the absence of a loyalty program, limited flexibility in service selection, and a lack of an administrative dashboard. To enhance customer retention, a loyalty program is introduced, allowing users to earn points with each transaction and redeem them for prizes. This feature builds trust and encourages long-term user engagement. Additionally, most cleaning services offer fixed packages, restricting

users from customizing their bookings. To address this, the app provides flexible service options, enabling users to choose specific areas for cleaning, adjust cleaning frequency, and select house types such as condominiums, terraces, or bungalows. This ensures that users only pay for the services they need, leading to greater customer satisfaction. Furthermore, a comprehensive administrative dashboard is integrated to improve sales tracking and decision-making. This dashboard features three key visual reports: total sales, cleaner performance, and earnings based on cleaning type. Users can filter data by different time frames, such as monthly, quarterly, or annually, for better business insights. By implementing these improvements, the e-clean House Apps aims to enhance service quality, user experience, and operational efficiency, making home cleaning services more convenient and user-friendly.

(Horst, H., & Sinanan, J. 2021) Over the past 15 years, digital storage has become more accessible, making the creation, sharing, and organization of digital content a routine part of daily life. This article explores digital housekeeping through three key practices: tidying, which involves organizing files through syncing and folder management; spring cleaning, a periodic process of decluttering and curating digital content; and moving house, which refers to transferring data between devices or services. By examining these practices, the article highlights how households manage digital materials and the broader impact of everyday data organization.

(Aagaard, L. K. 2022) This paper explores the social and gender dynamics of smart home technology (SHT) by examining its role in daily routines and household relationships. Using qualitative interviews and "show-and-tell" home tours in Danish smart homes, the study provides insights into digital housekeeping, a concept traditionally linked to masculinity. However, the findings reveal that digital housekeeping also intersects with household tasks associated with femininity, such as home decoration and cognitive labor. By analyzing how gender influences digital housekeeping, the paper highlights its impact on domestic roles and power structures. While smart home technology can redistribute responsibilities and introduce new forms of household control, it may also reinforce traditional gender roles and power imbalances.

(Vindegg, M., Julsrud, T.E. 2025) The transition to renewable energy demands more flexible electricity consumption. This article examines Norway's approach to achieving this through demand response and the use of Smart Energy Technology (SET), specifically for indoor heating. Based on 17 in-depth interviews with participants in a technology pilot project, the study explores the effort required to maintain the system, its impact on household electricity use, and the reasons for varying levels of engagement among users. Findings indicate that the SET system was highly complex, making it accessible only to skilled and motivated users who engaged in extensive digital housekeeping. Other participants struggled with both the technology's complexity and Norway's intricate electricity market, leading to low adoption rates and reduced energy efficiency. Additionally, the study highlights that smart technology use is highly gendered, potentially reshaping or reinforcing traditional household labor divisions. To improve future pilot projects, the study emphasizes the need for simpler, more user-friendly systems, hands-on training for users, and greater recognition of the daily effort required to operate smart systems. Increased research into the gendered impacts of such technologies in Norway is also necessary.

(H. Almenhali, et al 2023) Managing household chores can be challenging for families in the UAE, where household members coordinate tasks with maids. To address this issue, Zayed University students developed the 'My Household' application, designed to streamline family chore management, allowances, and daily routines. The app was developed using the Software Development Life Cycle (SDLC), progressing through planning, requirements gathering, analysis, modeling, and interface design. My Household is user-friendly and customizable, allowing users to create and schedule chores by setting deadlines, frequency, priority, and reminders. It also tracks completed tasks, making household management more efficient. Additionally, the app enables family members to add their schedules, helping maids determine the best time to clean rooms. The study concludes with potential future improvements and highlights the app's ability to create unlimited chores, enhancing household organization and task coordination.

(Kosta, O. 2024) This study examines the impact of service reliability—including timeliness, accuracy, and adherence to commitments—on customer satisfaction and loyalty in the cleaning services industry. Using the SERVQUAL model, which evaluates service quality across five dimensions (reliability, responsiveness, assurance, empathy, and tangibles), a quantitative survey was conducted to analyze customer perceptions. The findings reveal that higher reliability significantly enhances customer satisfaction and increases loyalty, making it a key factor in repeat service usage. Additionally, the study highlights the importance of transparent communication and continuous feedback systems in strengthening customer relationships and improving service processes. Given the study's limited sample size and demographic scope, further research is recommended to validate these findings across a broader consumer base.

(Okoro, C.S., et al 2021) This study examines the quality of services provided by an insourced cleaning team in a higher education institution, focusing on restroom conditions across two campuses. Using a descriptive approach involving observation and scoring over five weeks, the findings indicate that restroom conditions were generally good, except during a week of low water supply. Additionally, restrooms in the library received more attention. The study highlights the importance of sourcing decisions in balancing cost, user safety, organizational goals, and service quality. These insights can guide facilities management in optimizing service delivery, supporting core business functions, and enhancing institutional value and reputation.

(Klungseth, N.J. and Blakstad, S.H. 2016) This study explores in-house cleaning services within local authorities to enhance understanding of current practices, addressing a gap in facility management (FM) research. Through two case studies from Norway and the UK, based on in-depth interviews and document reviews, the research highlights variations in service structuring, staff and contract management, leadership models, work hours, and outsourcing. The findings provide valuable insights into FM service organization, encouraging further research to refine discussions and performance assessments. As one of the first detailed examinations of in-house cleaning in local authorities, the study underscores its relevance in different contexts, particularly for cost-saving and service efficiency.

(Shport, I. V. 2020) In today's increasingly competitive corporate markets, companies continuously seek new strategies to attract and retain customers. A customer-oriented approach is widely recognized as essential, yet many managers struggle to implement it effectively. True customer orientation goes beyond simply meeting

service standards; it requires placing the customer at the center of the organization's strategy, understanding their needs, and fostering long-term relationships. While quality service and respect are fundamental expectations, they alone do not make a company customer-oriented. Instead, businesses must actively create an environment that encourages customers to return and engage with their services repeatedly.

Objectives

1. To identify the major challenges faced by Bangalore residents in accessing and utilizing house cleaning services.
2. To assess the affordability, reliability, and quality of house cleaning services from the users' perspective.
3. To explore the role of technology and customer satisfaction in improving access to and experience with house cleaning services.

Research Methodology

This study employs a descriptive research design to systematically examine the challenges faced by Bangalore residents in accessing and utilizing house cleaning services. The descriptive approach is well-suited for this research as it allows for a comprehensive understanding of the factors influencing service accessibility, utilization patterns, and customer satisfaction. A quantitative research approach was adopted, as it enables the collection of structured data that can be analyzed statistically. By gathering measurable insights into residents' experiences, preferences, and concerns regarding house cleaning services, this study aims to identify key trends and potential areas for improvement within the industry.

The primary data for this research was collected through a structured survey questionnaire, designed to capture various aspects of the challenges faced by Bangalore residents. The questionnaire included multiple-choice and Likert scale questions, along with open-ended responses to gather both quantitative and qualitative insights. It covered themes such as demographic information, service utilization patterns, affordability concerns, service reliability, safety and trust issues, and overall customer satisfaction. The structured format ensured consistency in responses, allowing for objective comparisons of different factors affecting service utilization.

To reach a broad and diverse sample of respondents, a non-probability convenience sampling method was used. This approach was chosen due to its efficiency in gathering responses from a wide range of participants who actively use or seek house cleaning services. The survey was distributed through various digital platforms, including social media channels, WhatsApp communities, apartment associations, and workplace networks. These distribution channels enabled the study to capture insights from individuals across different age groups, occupations, and household structures. However, while this method provided valuable real-world perspectives, it also introduced certain limitations, such as potential sampling bias and the exclusion of residents who do not actively use digital platforms.

Ensuring ethical integrity and privacy in data collection was a priority throughout this study. Participants were informed about the purpose of the research and assured that their participation was voluntary. Responses were collected anonymously to protect participants' identities and encourage honest feedback. Additionally, no personal identifiable information was gathered, and respondents were given the freedom to skip any questions they were uncomfortable answering. These measures were implemented to uphold ethical research standards while fostering trust among participants.

The data collected from the survey was analyzed using descriptive statistical methods to identify trends and patterns. Frequency distribution and percentage analysis were used to summarize response occurrences, providing insights into the dominant challenges faced by residents. Likert scale responses were analyzed using mean and standard deviation calculations to assess the degree of agreement or disagreement on key issues such as affordability, reliability, and safety concerns. Cross-tabulation analysis was performed to compare responses across different demographic groups, offering a deeper understanding of how challenges varied among residents based on factors such as age, occupation, and location. To enhance clarity, the findings were visually represented through bar charts, pie charts, and histograms. Additionally, qualitative insights from open-ended responses were thematically analyzed to capture nuanced opinions and recurring concerns, providing context to the quantitative findings.

While this study provides valuable insights into the obstacles faced by Bangalore residents in utilizing house cleaning services, it is important to acknowledge certain limitations. The use of convenience sampling means that the sample may not be fully representative of the entire Bangalore population. Additionally, self-reported data is inherently subjective and may be influenced by personal biases or recall errors. The reliance on online survey distribution may also have led to the underrepresentation of individuals without internet access or those who are less active on digital platforms. Despite these limitations, the research methodology employed ensures a comprehensive and systematic examination of the issues at hand, offering meaningful insights that can help stakeholders in the house cleaning service industry improve accessibility, affordability, and overall customer satisfaction.

This study's methodology was designed to provide a thorough and structured analysis of the challenges associated with house cleaning services in Bangalore. By employing a well-structured survey, leveraging digital distribution channels, and applying statistical analysis techniques, this research aims to contribute to a better understanding of consumer experiences and expectations. The findings will help service providers, policymakers, and residents identify gaps in the industry and work towards creating a more efficient, transparent, and customer-centric house cleaning service ecosystem in Bangalore.

Questionnaire

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* Indicates required question

1. 1. Age group *

Mark only one oval.

- ☐ 18-25
☐ 26-35
☐ 36-45
☐ 46-60
☐ 60+

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2. 2. Occupation *

Mark only one oval.

- ☐ Student
- ☐ Working Professional
- ☐ Homemaker
- ☐ Business Owner
- ☐ Retired
- ☐ Other: _____

3. 3. Household type *

Mark only one oval.

- ☐ Single-person household
- ☐ Nuclear family
- ☐ Joint family
- ☐ Paying guest/Shared accommodation

Usage of House Cleaning Services

4. 4. How often do you use professional house cleaning services? *

Mark only one oval.

- ☐ Weekly
- ☐ Monthly
- ☐ Occasionally (once in a few months)
- ☐ Rarely/Never

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5. 5. How do you usually book house cleaning services? *

Mark only one oval.

- ☐ Online platforms (e.g., Urban Company, Housejoy, etc.)
☐ Local agencies
☐ Independent cleaners (word of mouth)
☐ Other: _____

6. 6. What is your primary reason for using house cleaning services? *

Mark only one oval.

- ☐ Lack of time for cleaning
☐ Need professional deep cleaning
☐ Health-related reasons
☐ Other: _____

Challenges Faced

7. 7. What are the main challenges you face while accessing house cleaning services? (Select all that apply) *

Check all that apply.

- ☐ High cost
☐ Limited availability during preferred time slots
☐ Poor service quality
☐ Trust and safety concerns
☐ Difficulty in finding reliable service providers
☐ Other: _____

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3/6

4/1/25, 9:21 PM

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8. 8. Rate the following challenges on a scale of 1 to 5 (1 = Not a challenge, 5 = Major challenge): *

Mark only one oval per row.

	1	2	3	4	5
Affordability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliability of service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Service quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of booking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Technology & Satisfaction

9. 9. Have you used online platforms to book house cleaning services? *

Mark only one oval.

- ☐ Yes
☐ No

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10. 10. If yes, how satisfied are you with the online booking experience? *

Mark only one oval.

- ☐ Very Satisfied
☐ Satisfied
☐ Neutral
☐ Dissatisfied
☐ Very Dissatisfied
☐ Not used

11. 11. How likely are you to recommend a professional house cleaning service to others? *

Mark only one oval.

- ☐ Very Likely
☐ Likely
☐ Neutral
☐ Unlikely
☐ Very Unlikely

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Google Forms

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Findings

Based on the survey responses, the following key insights have been identified regarding the challenges faced by Bangalore residents in accessing and utilizing house cleaning services:

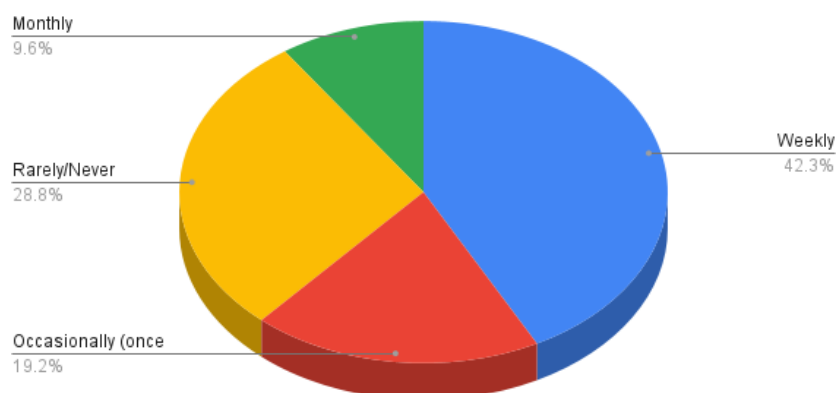
Accessibility and Availability of House Cleaning Services

The survey reveals that 31% of respondents use house cleaning services weekly, while 27% rely on them occasionally (once in a few months). A smaller proportion, 9%, schedule monthly services, whereas a significant 33% of respondents rarely or never use professional house cleaning. This suggests that while there is a steady demand for cleaning services, a large portion of residents may still prefer self-cleaning or alternative solutions.

Regarding household types, the majority of respondents (53%) live in nuclear families, making them the largest consumer segment for professional cleaning services. Additionally, 31% reside in paying guest/shared accommodations, where cleaning services may be arranged collectively or by landlords. The remaining 20% consist of single-person households and joint families, groups that may either rely on self-cleaning or domestic help instead of professional cleaning services.

One of the most pressing concerns affecting accessibility is limited availability during preferred time slots, reported by 40% of respondents. This indicates that many cleaning service providers may not be flexible enough to accommodate residents' schedules, leading to inconvenience. Another key issue is the difficulty in finding reliable service providers, experienced by 36% of participants. This highlights the need for more trustworthy, well-reviewed, and professional cleaning services that can meet customer expectations in terms of quality, punctuality, and dependability.

Diagram no.1: How often professional house cleaning services are done



Methods of Booking House Cleaning Services

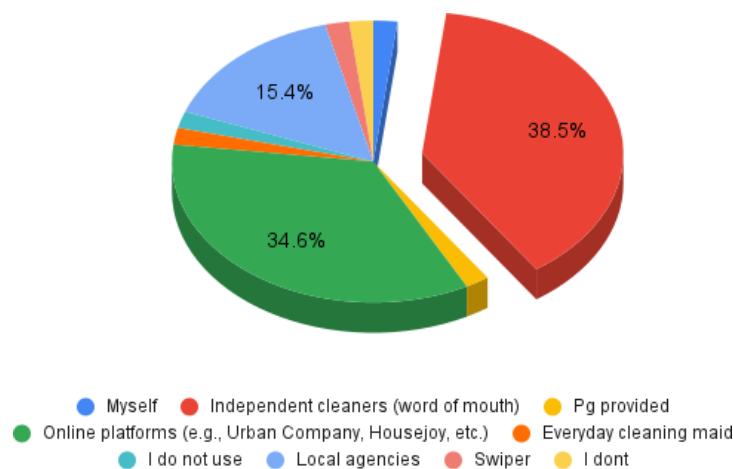
Independent cleaners through word-of-mouth referrals are the most popular way to schedule house cleaning services, according to the poll, which was selected by 47% of participants. This implies that picking cleaning services requires a high degree of personal trust and dependability because individuals prefer to work with experts who have been recommended by friends, family, or neighbors. Personal recommendations are still a major part of the cleaning industry's operations, as credibility and prior experiences are more important than digital ads or agency-based advertising.

However, online platforms such as Urban Company, Housejoy, and similar services are gaining popularity, with 40% of respondents opting for them. This shift demonstrates a growing preference for digital solutions, particularly among younger, tech-savvy users who value convenience, transparency, and pre-set pricing models. The availability of customer reviews, service ratings, and standardized pricing on these platforms makes them an attractive alternative to traditional hiring methods.

Despite the increasing adoption of digital platforms, only 16% of respondents rely on local cleaning agencies, indicating that offline professional cleaning services still struggle to compete with both word-of-mouth referrals and online platforms. Some respondents (7%) have access to PG-provided cleaning services or employ everyday cleaning maids, reducing their need to book separate professional cleaning services.

These findings highlight a transitional phase in the house cleaning industry, where traditional referral-based hiring remains dominant, but online platforms are rapidly catching up. With increasing digital adoption and better service guarantees, online booking methods could overtake word-of-mouth recommendations in the coming years, especially if platforms continue to enhance their reliability, pricing transparency, and customer service quality.

Diagram no.2: Most common way of getting house cleaning services



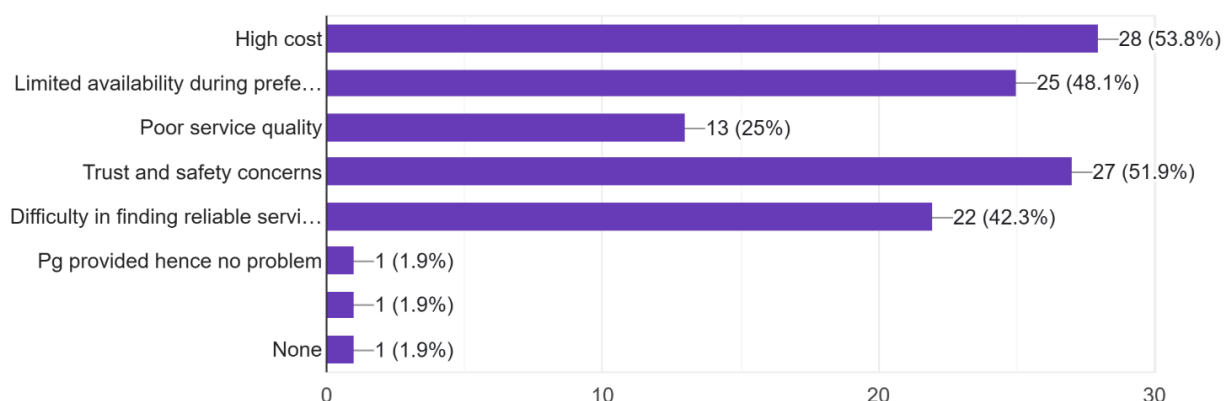
Challenges in Accessing Cleaning Services

Residents encounter a number of significant obstacles when attempting to obtain expert house cleaning services, according to the poll. The high cost of services is the most frequently mentioned problem, as noted by 44% of respondents. Professional cleaning services are perceived by many customers as being costly, which limits their accessibility for frequent use. In order to make these services more financially feasible for a wider range of people, there is a clear need for more reasonable price structures, special offers, or subscription-based cleaning packages. Another major issue is the limited availability of cleaning services during preferred time slots, cited by 40% of participants. Many users struggle to book services at convenient times, leading to delays or cancellations. This suggests that service providers need to offer greater scheduling flexibility, including more options for evenings, weekends, and urgent same-day bookings.

The difficulty in finding reliable service providers is another significant challenge, with 36% of respondents expressing concerns about the consistency and professionalism of cleaners. Many users worry about no-shows, last-minute cancellations, or poor work quality, leading to frustration and inconvenience. Additionally, trust and safety concerns (also 36%) highlight a critical barrier, as users are hesitant to let unfamiliar individuals into their homes. This concern is particularly relevant for families, single-person households, and elderly residents who prioritize security and background verification when hiring cleaning professionals.

Furthermore, 27% of respondents reported experiencing poor service quality, indicating dissatisfaction with the effectiveness of cleaning, the professionalism of staff, or the use of low-quality cleaning materials. Addressing this issue requires better training for cleaners, stricter quality control, and transparent customer feedback mechanisms to ensure consistently high standards.

Diagram no.3: Main challenges faced while accessing house cleaning services



Interestingly, ease of booking was reported as a challenge by only 18% of users, making it a lesser concern compared to affordability and reliability. This suggests that most people do not find the process of booking services difficult, but rather struggle with pricing, trust, and service quality after making a booking.

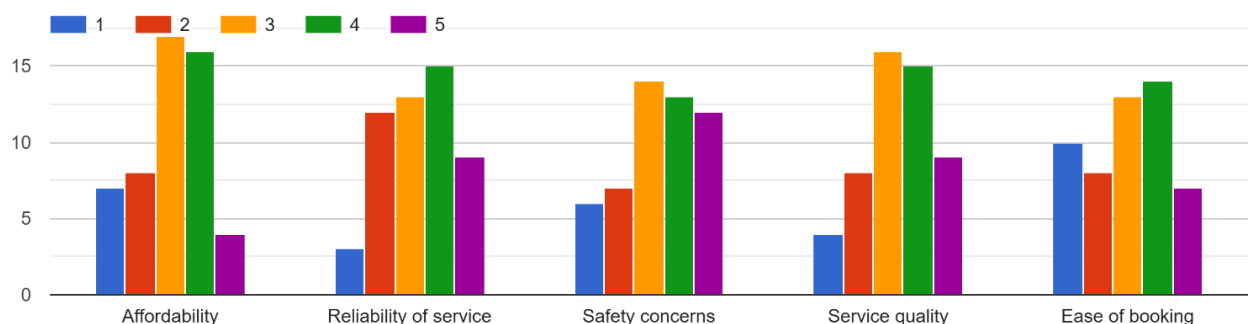
Overall, these findings highlight the need for cost-effective, flexible, and high-quality cleaning services that prioritize reliability and safety. Service providers that can address these key concerns are likely to see higher adoption and greater customer satisfaction.

Severity of Challenges (Ratings on a Scale of 1 to 5)

When asked to rate the severity of challenges in accessing house cleaning services on a scale of 1 to 5 (1 = Not a challenge, 5 = Major challenge), respondents highlighted safety concerns as the most pressing issue, with an average rating of 3.4/5. This indicates that many users feel uneasy about allowing unfamiliar service providers into their homes, emphasizing the need for background verification, trusted platforms, and secure hiring processes to enhance customer confidence.

The reliability of services follows closely with a rating of 3.3/5, reflecting user frustration with inconsistent service quality, last-minute cancellations, and unprofessional behavior from cleaners. Similarly, service quality is rated at 3.2/5, suggesting moderate dissatisfaction among users regarding cleaning effectiveness, thoroughness, and the use of appropriate cleaning products.

Diagram no.4: Severity of Challenges faced



Affordability is another concern, receiving a rating of 3.1/5. While cost is a significant challenge, it is not the most severe issue compared to safety and reliability. This indicates that while some residents find professional cleaning services expensive, they may still be willing to pay if service quality and dependability improve.

Interestingly, ease of booking received the lowest rating at 2.8/5, making it the least problematic aspect. This suggests that most users find the booking process simple, whether through word-of-mouth, online platforms, or local agencies. However, the post-booking experience—including reliability, cost, and safety concerns—remains the biggest barrier to widespread adoption.

Overall, these ratings confirm that safety, reliability, and affordability are the most critical pain points in the house cleaning industry. Addressing these concerns through better service regulation, enhanced security measures, and consistent quality assurance could significantly improve user trust and satisfaction.

Customer Satisfaction and Usage of Online Platforms

According to the survey, 56% of participants have booked house cleaning services online using sites like Urban Company, Housejoy, and others, while 44% had never done so. This suggests that although digital use is increasing, it is still not widespread. Perhaps because of worries about trust, cost, or experience with offline services, many consumers continue to rely on conventional techniques like word-of-mouth recommendations or hiring independent cleaners directly. 36% of people who have utilized online platforms say they are satisfied, and 24% say they are very satisfied, indicating that their experience was usually favorable. Nonetheless, 36% of users express an indifferent sentiment, indicating that although they do not encounter significant problems, they also do not consider the service to be outstanding. Just 4% of respondents express dissatisfaction, suggesting that some customers encounter irregularities in the quality, dependability, or cost of the services they receive.

These findings suggest that while online booking platforms are gaining popularity, there is still room for improvement in areas like service consistency, customer support, and pricing transparency. Ensuring high standards of professionalism, punctuality, and thorough cleaning quality could help convert neutral users into satisfied customers and further boost the adoption of online platforms. Additionally, increasing trust through verified cleaner profiles, customer reviews, and secure payment methods could encourage more residents to shift towards digital booking options.

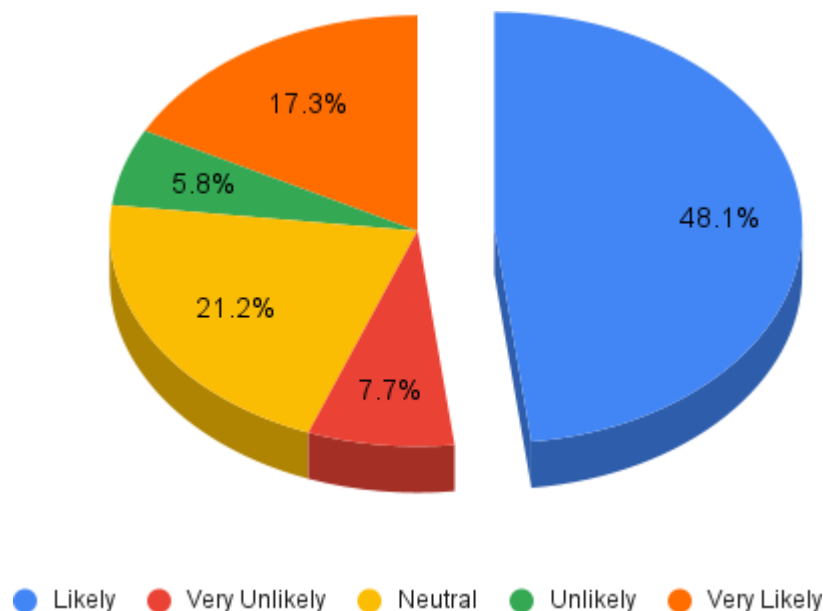
Willingness to Recommend Cleaning Services

The survey indicates that 51% of respondents are likely to recommend professional cleaning services to others, while 18% are very likely to do so. This suggests that a significant portion of users have had positive experiences, finding these services helpful, convenient, and effective in maintaining cleanliness.

However, 20% of respondents remain neutral, meaning they neither strongly endorse nor discourage the use of professional cleaners. This neutrality could stem from inconsistent service quality, pricing concerns, or a preference for self-cleaning or regular domestic help. Additionally, 16% of users are either unlikely or very unlikely to recommend these services, indicating dissatisfaction with affordability, reliability, or safety issues.

While the majority of users are willing to recommend cleaning services, the presence of neutral and negative feedback highlights areas for improvement. Addressing cost-effectiveness, enhancing service reliability, and ensuring safety through background-verified professionals could increase user confidence and boost recommendations. If service providers focus on customer trust, flexible pricing, and consistent quality, the likelihood of positive word-of-mouth referrals may rise, further expanding the market for professional house cleaning services.

Diagram no.5: How likely they are to recommend house cleaning services to others



Hypothesis Testing 1

Relationship between Age Group and Frequency of Using Cleaning Services

H_0 : Age group has no effect on how often people use house cleaning services.

H_1 : Age group significantly affects service usage frequency.

Count

Age group / How often do you use professional house cleaning services?

Crosstabulation

	4. How often do you use professional house cleaning services?				Total
	Monthly	Occasionally (once in a few months)	Rarely/Never	Weekly	
18-25	3	8	14	12	37
26-35	1	1	0	6	8
1. Age group 36-45	1	1	0	3	5
46-60	0	0	0	1	1
60+	0	0	1	0	1
Total	5	10	15	22	52

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.879 ^a	12	.378
Likelihood Ratio	16.449	12	.172
N of Valid Cases	52		

a. 17 cells (85.0%) have expected count less than 5. The minimum expected count is .10.

Chi-Square Test Results

- Chi-Square Statistic (χ^2): 12.88
- p-value: 0.378

Interpretation

Since the p-value (0.378) is greater than 0.05, we fail to reject the null hypothesis (H_0). This means that there is no significant relationship between age group and frequency of using professional house cleaning services.

Hypothesis Testing 2

Determine if the booking method significantly affects perceived service quality ratings.

H_0 : There is no difference in mean service quality ratings across booking methods.

H_1 : At least one booking method has a significantly different mean service quality rating.

Descriptives

Rate the following challenges on a scale of 1 to 5 (1 = Not a challenge, 5 = Major challenge): [Service quality]

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Online Platform	18	3.61	1.195	.282	3.02	4.21	1	5
Independent Cleaners	20	3.00	1.170	.262	2.45	3.55	1	5
Local Agencies	8	3.63	.744	.263	3.00	4.25	3	5
Others	6	3.17	1.472	.601	1.62	4.71	1	5
Total	52	3.33	1.167	.162	3.00	3.65	1	5

Test of Homogeneity of Variances

Rate the following challenges on a scale of 1 to 5 (1 = Not a challenge, 5 = Major challenge): [Service quality]

Levene Statistic	df1	df2	Sig.
.924	3	48	.436

ANOVA

Rate the following challenges on a scale of 1 to 5 (1 = Not a challenge, 5 = Major challenge):
[Service quality]

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.456	3	1.485	1.097	.359
Within Groups	64.986	48	1.354		
Total	69.442	51			

ANOVA Test Results

- F-Statistic: 1.097
- p-value: 0.359

Interpretation

Since the p-value (0.359) is above 0.05, we fail to reject the null hypothesis (H_0) at the 5% significance level. This means there is no statistically significant difference in service quality ratings across the different booking methods. The customers book cleaning services (online platforms, independent cleaners, or local agencies) doesn't significantly affect their perception of service quality.

Conclusion

The study on the challenges faced by Bangalore residents in accessing and utilizing house cleaning services provides valuable insights into the factors influencing service adoption, consumer preferences, and the barriers limiting broader usage. The findings indicate that while professional house cleaning services are utilized by a considerable portion of residents, a significant segment still relies on self-cleaning, informal domestic help, or other alternatives. Accessibility issues, affordability concerns, and trust deficits remain prominent obstacles, preventing seamless adoption of these services across all household types. Additionally, despite the presence of multiple service providers, users continue to struggle with scheduling constraints, inconsistent service quality, and safety concerns when hiring cleaning professionals.

One of the key takeaways from the study is the evolving nature of booking preferences. Traditional word-of-

mouth referrals continue to dominate as the most trusted method, highlighting the importance of personal recommendations in this industry. However, online platforms such as Urban Company and Housejoy are gaining traction, particularly among younger, tech-savvy users who appreciate the convenience, transparency, and standardized pricing these platforms offer. This shift suggests that digital solutions have the potential to overtake traditional hiring methods in the future, provided they address major consumer concerns such as reliability, cost, and safety. While local cleaning agencies remain an option, their limited usage points to a struggle in competing with both informal networks and online marketplaces.

The study also sheds light on critical challenges such as affordability, reliability, and safety. Cost remains the most frequently cited deterrent, with many respondents perceiving professional cleaning services as expensive. This underscores the need for flexible pricing models, discounts, and subscription-based services to cater to a wider audience. Reliability issues, including last-minute cancellations, inconsistent service quality, and lack of professionalism among cleaners, were another major concern. For cleaning service providers, investing in better workforce training, quality control measures, and customer feedback systems could enhance service consistency and improve user satisfaction. Trust and safety concerns further highlight the importance of background verification, secure booking platforms, and stringent hiring processes to ensure users feel comfortable allowing service providers into their homes.

From a statistical standpoint, hypothesis testing revealed that age does not significantly influence the frequency of house cleaning service usage. This suggests that factors beyond demographics, such as affordability and service reliability, may play a more critical role in determining adoption rates. Additionally, there was no significant difference in perceived service quality based on booking method, implying that users do not necessarily associate online platforms, independent cleaners, or local agencies with better or worse service experiences. Instead, overall industry-wide improvements in consistency, professionalism, and trustworthiness are needed to enhance customer satisfaction.

The role of technology in improving access to house cleaning services remains an area with significant potential. While digital platforms are already seeing increasing adoption, further enhancements in transparency, customer support, and pricing strategies could encourage more users to transition from traditional referral-based hiring. Strengthening service guarantees, improving worker vetting processes, and integrating user-friendly booking systems can further build consumer confidence in online platforms. Additionally, leveraging customer reviews and ratings can help create a more reliable and accountable service ecosystem.

Overall, this study underscores the need for the house cleaning industry in Bangalore to evolve in response to consumer concerns and expectations. The key to broader service adoption lies in addressing major barriers such as cost, reliability, and safety. Service providers that prioritize affordability through competitive pricing models, enhance reliability with better workforce management, and build trust through rigorous background checks and transparent policies will likely see greater customer retention and recommendation rates. As the market continues to shift towards digitalization, ensuring a seamless, trustworthy, and high-quality experience will be instrumental in driving growth and improving accessibility for Bangalore residents.

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