

Solution on Wheels: A Strategic Plan for Launching an On-the-Go Mobile Laundry Service Focusing on Consumer Convenience and Efficiency

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Abstract

This study examines consumer behavior, preferences, and the feasibility of the “On the Go Mobile Laundry Service” in San Isidro, Nueva Ecija, focusing on convenience, pricing, service quality, and technological integration as determinants of adoption. Anchored in consumer behavior and technology adoption perspectives, the research employed a quantitative design using convenience sampling to collect data from busy professionals. Data were gathered through a structured survey questionnaire administered via digital platforms and analyzed using descriptive and inferential statistical techniques, including measures of central tendency. The findings indicate that respondents maintain structured laundry habits while experiencing significant time constraints, leading to a strong preference for convenience-based services. Although many still prefer home-based laundry, there is openness to mobile and pickup-and-delivery solutions. Results further show that time savings, convenience, and affordability are key motivators, while pricing concerns, trust issues, and service quality uncertainties remain major barriers. Respondents demonstrate willingness to pay for services that reduce time and effort, provided pricing is competitive and value-driven. Additionally, trust, customer reviews, and service reliability significantly influence adoption, while environmental awareness highlights a preference for eco-friendly and resource-efficient practices. The study concludes that mobile laundry services offer improved efficiency, reduced workload, and enhanced user experience, particularly when supported by user-friendly digital systems and sustainable practices. It recommends adopting customer-centered strategies, integrating digital tools, optimizing operations, and ensuring competitive pricing to enhance adoption and long-term viability. The study aligns with SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure), SDG 11 (Sustainable Cities and Communities), and SDG 12 (Responsible Consumption and Production). It contributes to socio-economic, technological, and environmental sustainability by promoting efficient service delivery, supporting local entrepreneurship, and encouraging resource-efficient practices in urban communities.

Keywords: Affordability, Consumer Behavior, Convenience, Mobile Laundry Service, Pricing, Service Quality, Sustainability, Technology Adoption, Trust

1. Introduction

Laundry remains an essential yet time-consuming household task, particularly for individuals with busy lifestyles. The increasing pace of urban living has heightened demand for convenient, technology-driven services, including mobile laundry solutions. This study examines consumer behavior, preferences, and feasibility of “On the Go Mobile Laundry Service” in San Isidro, Nueva Ecija, focusing on convenience, pricing, service quality, and technological integration as key determinants of adoption.

1.1 Consumer Demand and Convenience Needs for Mobile Laundry Services in San Isidro, Nueva Ecija

In modern society, individuals such as urban professionals, students, and families face challenges in managing household responsibilities due to time constraints. Laundry, in particular, requires significant effort through sorting, washing, drying, and folding, often consuming several hours weekly (Fazio Cleaners, 2025; Charlestonpres, 2025; Cottrell, 2024). As a result, demand for mobile-based home services has increased, driven by convenience and time-saving benefits (Smith & Brown, 2021). Consumers prefer services that reduce workload while maintaining affordability and quality (Johnson's, 2020). Mobile laundry services integrate digital tools such as booking systems, cashless payments, and delivery tracking, offering an innovative alternative to traditional methods. However, challenges such as pricing concerns, trust, and operational feasibility influence adoption (D, 2024b). Consumers are willing to pay for convenience if pricing is reasonable (Martinez, 2022), highlighting the importance of balancing cost and value.

1.2 Consumer Behavior, Preferences, and Service Quality Factors in Mobile Laundry Adoption

Literature identifies convenience, affordability, service quality, and trust as primary drivers of consumer decision-making in laundry services (Narsico and Narsico, 2023; Dela Cruz, J., & Tan, R., 2019). Time savings is the strongest motivator,

particularly among busy professionals, students, and families (Patel and Zhang (2021); Kumar, A., & Singh, P., 2018). Customer segments include individuals aged 18 and above with financial independence (Yutuc et al., 2017), with women playing a dominant role in laundry-related decisions (American Wash Society in 2010; Sheehan and Moras, 2006). Service preferences vary across groups such as professionals, families, students, and elderly clients, all prioritizing convenience and accessibility (Quick Guide, 2023; Cadorna et al., 2023). Technological advancements, including mobile applications, enhance service efficiency through real-time tracking and digital payments (Kumar, A., & Singh, P. (2018); Davis et al., 2022). However, adoption is influenced by awareness, openness, and prior experience with similar services (Smith et al., 2020; Jones and Lee, 2021). Barriers include trust concerns, cost perception, service quality uncertainty, cultural habits, and logistical issues (Garcia & Thompson, 2022; Nguyen et al., 2021; Carter & Evans, 2020; Lee & Watson's, 2023). Environmental considerations are also increasingly relevant, with consumers favoring eco-friendly practices (Green & Cooper, 2022; Ahmad, N., & Lim, S., 2022).

1.3 Local (San Isidro), National (Philippines), and Global Trends in Laundry Service Demand and Technology

Globally, laundry services have evolved from traditional methods to technologically integrated solutions, reflecting shifts in consumer lifestyles and resource consumption (Nguyen, 2024; Moon et al., 2019). The industry also faces sustainability challenges due to high energy and water use (Máša et al., 2013). Nationally, laundry businesses in the Philippines are considered profitable, with steady demand and potential returns depending on location and service offerings (Kireeva, 2025). Locally, San Isidro, Nueva Ecija, with over 11,000 households, presents significant demand for laundry services due to time constraints, limited facilities, and lifestyle factors. Estimates suggest that thousands of households may use such services occasionally or regularly, especially if convenience and affordability are ensured (PhilAtlas).

1.4 Consumer Behavior and Technology Adoption Framework for Mobile Laundry Services

The study is grounded in consumer behavior theories emphasizing perceived value, convenience, and willingness to pay. Decision-making is influenced by factors such as time savings, accessibility, service quality, and trust (Narsico and Narsico, 2023; Santoso, H. & Wijaya, B. (2020). Adoption of mobile services aligns with technology acceptance perspectives, where ease of use, awareness, and perceived usefulness drive consumer engagement (Smith et al. (2020); Davis et al. (2022). Additionally, behavioral and cultural frameworks highlight how lifestyle, habits, and social norms influence outsourcing decisions (Carter and Evans, 2020; Kim and Chen, 2022).

1.5 Research Gaps on Pricing, Trust, and Feasibility of Mobile Laundry Services in San Isidro

Despite extensive studies on laundry services, limited research focuses on mobile laundry adoption in specific local contexts such as San Isidro, Nueva Ecija. Existing literature emphasizes global trends but lacks localized insights on consumer preferences, pricing sensitivity, and operational feasibility. Furthermore, while studies identify key motivators and barriers, there remains a gap in integrating these factors into a comprehensive feasibility assessment for mobile laundry services. This study addresses these gaps by analyzing consumer behavior, technological integration, and market readiness to support sustainable business implementation (Khrais & Alghamdi, 2021).

1.6 Alignment of Mobile Laundry Services with Sustainable Development Goals (SDGs)

This study aligns with several SDGs: SDG 8 – Decent Work and Economic Growth: By supporting entrepreneurship and small business development in the laundry service sector (Kireeva, 2025). SDG 9 – Industry, Innovation and Infrastructure: Through integration of mobile technology, digital platforms, and service innovation (Davis et al., 2022). SDG 11 – Sustainable Cities and Communities: By providing accessible, time-saving services that improve urban living conditions (Smith & Brown, 2021). SDG 12 – Responsible Consumption and Production: By promoting efficient laundry practices and potential eco-friendly operations (Green and Cooper, 2022; Máša et al., 2013).

1.7 Multidisciplinary Sustainability Contributions of Mobile Laundry Services in Urban Communities

This research contributes to socio-economic sustainability by enabling income generation and supporting local entrepreneurship. It promotes technological sustainability through digital integration in service delivery and enhances community sustainability by improving quality of life through convenient services. Additionally, the study supports environmental sustainability by encouraging awareness of resource-efficient laundry practices and eco-friendly service models. It also contributes to innovation sustainability by advancing mobile-based service solutions and fostering adaptive business strategies in a digital economy. Overall, the study provides insights that benefit consumers, entrepreneurs, and policymakers, supporting sustainable development through efficient, technology-driven, and community-oriented service systems.

2. Material and methods

2.1 Research Design

The study utilized a quantitative research design to assess consumer demand and preferences for mobile laundry services. Convenience sampling was adopted due to time, budget, and logistical constraints, enabling efficient data collection from

accessible respondents while still generating meaningful insights (Etikan, Musa, & Alkassim, 2016). Although this method does not guarantee full generalizability, it remains widely used in market research, particularly for examining local consumer behavior and emerging trends (Bornstein, Jager, & Putnick, 2013). When applied carefully, it can produce credible findings and reveal patterns useful for business decision-making (Robinson, 2014). Data were gathered through a structured survey questionnaire covering demographics, laundry habits, service expectations, and attitudes toward mobile laundry services. Both descriptive and inferential statistical methods were employed to evaluate consumer demand, compare service preferences, examine technology adoption, and identify potential challenges in service implementation (Khrais & Alghamdi, 2021).

2.2 Locale of the Study

The study was conducted in San Isidro, Nueva Ecija, a developing municipality characterized by a growing population of busy professionals. The area serves as a hub for economic activities, including business, education, and government sectors. Its fast-paced environment and diverse workforce make it suitable for examining the demand for convenience-based services such as mobile laundry solutions.

2.3 Respondents of the Study

The respondents were busy professionals residing in San Isidro, Nueva Ecija, identified as potential users of the “On the Go Mobile Laundry Service.” These individuals often have limited time for household chores and represent a key market segment for convenience-oriented services. Their participation provided insights into laundry habits, preferences, and perceptions regarding mobile laundry solutions.

2.4 Sample and Sampling Procedure

The study employed convenience sampling to select respondents who were readily accessible within the locality. This approach facilitated efficient data collection while ensuring inclusion of individuals relevant to the study’s target market. The sample consisted of participants from various professional backgrounds within San Isidro, enabling the study to capture diverse perspectives on laundry service usage and preferences.

2.5 Research Instrument

The primary research instrument was an electronic survey questionnaire developed using Google Forms. This method was selected to ensure accessibility and efficiency, particularly under local constraints. The instrument included closed-ended and Likert-scale questions designed to assess consumer perceptions, preferences, and demographic characteristics. To ensure accuracy and reliability, the questionnaire underwent validation and reliability testing consistent with standard research practices.

2.6 Data Gathering Procedure

Data collection began with the review of relevant secondary sources to support the study framework. The survey questionnaire was then developed, validated, and distributed online through social media platforms, email, and digital channels commonly used by residents of San Isidro. The instrument gathered demographic data such as age, gender, income, occupation, and household size, alongside information on consumer perceptions and service preferences. Selected respondents also participated in follow-up interviews to provide deeper insights into their views on convenience, pricing, and service appeal. Collected responses were systematically coded and organized into a database for analysis using appropriate numerical tools.

2.7 Data Analysis Techniques

Data were analyzed using descriptive and inferential statistical methods to evaluate consumer demand and service feasibility. Descriptive statistics were used to summarize key variables and identify trends in consumer preferences and demographic characteristics. Measures such as mean, median, and mode were applied to interpret central tendencies in data, including spending patterns, preferred services, and respondent profiles. These analytical techniques enabled the identification of dominant consumer preferences, supported pricing strategy development, and facilitated segmentation of target markets. The analysis provided a basis for strategic decision-making and helped assess the viability of the mobile laundry service within the study area.

2.8 Ethical Considerations

The study adhered to ethical standards to ensure integrity, fairness, and respect for participants. Participation was voluntary, and informed consent was obtained after clearly explaining the study’s purpose, procedures, risks, and benefits. Respondents were given the right to withdraw or decline participation at any time without consequence. Privacy and confidentiality were strictly maintained in accordance with the Data Privacy Act of 2012 (Republic Act No. 10173). Personal data were securely stored, and identifying information was anonymized when necessary. The study ensured that all procedures were non-invasive and did not cause harm or discomfort to participants. Additionally, AI-powered tools were used only for grammar checking and formatting during documentation, without handling any personal or sensitive

data. The research was conducted objectively, free from conflicts of interest, and upheld transparency throughout the process, ensuring ethical responsibility and accountability.

3. Results and Discussion

3.1 Consumer Laundry Behavior and Preferences

3.1.1 Laundry Habits and Frequency

The results show that respondents strongly agree that they wash clothes when a large load accumulates (3.54), do laundry multiple times a week (3.48), prefer weekends for laundry (3.40), and follow a fixed weekly schedule (3.42), with an overall strong agreement (3.46). These findings indicate that respondents balance efficiency and routine in managing laundry tasks. Accumulating large loads reflects resource optimization, while regular weekly schedules suggest structured household management. The preference for weekends highlights time constraints during weekdays, reinforcing the role of convenience in shaping behavior.

3.1.2 Preferred Laundry Methods

The findings reveal that respondents strongly prefer washing clothes at home (3.48) but also frequently use laundromats (3.40–3.48) and have experience with pickup-and-delivery services (3.48), with an overall strong agreement (3.46). This suggests that while traditional home-based laundry remains dominant, consumers are open to alternative methods. The continued use of laundromats and prior experience with delivery services indicate a transition toward hybrid practices, where convenience-based options supplement traditional routines.

3.1.3 Time Spent on Laundry Tasks

The results indicate that respondents strongly agree that laundry requires significant time (3.66) and are willing to pay for time-saving services (3.58), while agreeing that laundry reduces free time (3.14) and that they would prefer to spend time on other activities (3.24), with an overall strong agreement (3.40). These findings highlight time burden as a major concern influencing consumer behavior. The willingness to pay for time-saving solutions reflects a shift toward outsourcing household tasks, particularly among busy individuals seeking efficiency and improved time management.

3.2 Pricing, Affordability, and Willingness to Pay

3.2.1 Willingness to Pay for Convenience

The results show that respondents strongly agree they are willing to pay extra for convenience (3.52) and would use services if pricing is competitive (3.42), while agreeing that affordability remains important (3.34) and that reasonable pricing encourages adoption (3.56), with an overall strong agreement (3.40). This indicates that consumers value convenience but remain price-sensitive. The balance between affordability and convenience is critical, as users are willing to adopt services only when perceived value justifies the cost.

3.2.2 Perceived Convenience and Time Savings

The findings reveal that respondents agree that pickup-and-delivery services save time (2.86) and prefer services that fit their schedules (3.14), while strongly agreeing that convenience justifies cost (3.54) and that they would switch to more time-efficient services (3.72), with an overall strong agreement (3.31). These results emphasize that convenience and time efficiency are key motivators for adoption. Consumers prioritize services that align with their schedules and reduce effort, reinforcing the importance of flexible and accessible service models.

3.2.3 Pricing Concerns and Affordability Issues

The results indicate that respondents agree that price influences decisions (3.60) and compare costs with household expenses (3.16), while strongly agreeing that competitive pricing is necessary (3.66) and that services are perceived as expensive (3.66), with an overall strong agreement (3.49). These findings show that cost remains a major barrier to adoption. Despite recognizing the benefits of laundry services, consumers are cautious about spending and require competitive pricing to justify switching from home-based alternatives.

3.3 Trust, Quality, and Service Expectations

3.3.1 Trust and Quality Assurance

The results show that respondents strongly agree they trust professional services (3.58), prefer personal handling for quality (3.48), are influenced by positive reviews (3.58), and would use services with guaranteed quality (3.60), with an overall strong agreement (3.56). These findings indicate that trust and perceived service quality are critical in decision-making. While consumers generally trust professional services, many still prefer personal control, highlighting the need for businesses to ensure reliability, transparency, and consistent quality to gain customer confidence.

3.3.2 Environmental and Sustainability Considerations

The results reveal strong agreement that respondents prefer eco-friendly detergents (3.62), value reduced water and energy consumption (3.56), support sustainable services (3.52), and are aware of environmental impacts (3.58), with an overall strong agreement (3.57). These findings suggest increasing environmental awareness among consumers. Sustainability practices are not only recognized but also influence service preference, indicating that eco-friendly operations can enhance competitiveness and customer appeal.

3.4 Awareness, Adoption, and Market Potential

3.4.1 Awareness and Openness to Mobile Laundry Services

The results indicate strong awareness of pickup-and-delivery services (3.56) and interest in trying home-service laundry (3.42), while respondents agree on the usefulness of such services (3.30) and willingness to use them if convenient (2.94), with an overall strong agreement (3.30). These findings show that awareness is high, but actual adoption depends on convenience and accessibility. While consumers recognize the value of mobile laundry services, practical factors such as ease of use influence their willingness to adopt them.

3.4.2 Key Motivators for Service Adoption

The results show strong agreement that affordability (4.12), convenience (3.70), scheduling flexibility (3.54), and promotional offers (3.86) motivate service usage, with an overall strong agreement (3.80). These findings highlight that affordability is the strongest motivator, followed by convenience and flexibility. Promotional strategies also play a significant role in attracting new users and encouraging adoption.

3.5 Barriers and Hesitations in Adoption

The results indicate that respondents strongly rely on recommendations (3.72), prefer in-person interactions (3.54), and express trust concerns (3.26) and quality uncertainties (3.14), with an overall strong agreement (3.41). These findings reveal that trust, familiarity, and service reliability are key barriers to adoption. Consumers are hesitant to try new services without proven credibility, emphasizing the importance of strong branding, customer reviews, and consistent service quality to overcome resistance.

4. Conclusion & Recommendations

The findings of the study demonstrate that the proposed mobile laundry service significantly improves convenience and efficiency compared to traditional methods, as evidenced by users' experiences of reduced workload, time savings, and smoother processes. Respondents showed a clear preference for systems that are accessible, user-friendly, and easy to operate, highlighting the importance of simplicity and streamlined workflows in enhancing productivity. The integration of digital tools, optimized operations, and sustainable practices further contributed to improved service effectiveness and user satisfaction. Overall, the results confirm that solutions centered on convenience, efficiency, and usability are more likely to be adopted, valued, and sustained, as they support better time management, increased productivity, and positive user perception.

To ensure successful implementation and sustainability, the study recommends adopting a customer-centered approach that utilizes digital technology for scheduling, tracking, and payment processes, while improving operational efficiency through route optimization. Strategic partnerships with residential and commercial establishments are suggested to secure a consistent customer base, alongside continuous feedback collection and service customization to enhance customer satisfaction and competitiveness. Future research is encouraged to examine the long-term sustainability and scalability of mobile laundry services across different contexts, including environmental impacts and technological advancements, as well as to apply appropriate statistical analyses with well-defined variables and sufficient sample sizes to generate deeper insights into consumer behavior and service effectiveness.

The study is limited to a specific geographic area and a defined group of respondents, which may restrict the generalizability of the findings to other locations or populations. Additionally, the reliance on available respondents and the scope of variables considered may limit the depth of analysis regarding broader socioeconomic, environmental, and technological factors. Future studies with larger, more diverse samples and expanded variables may provide more comprehensive insights into the adoption and effectiveness of mobile laundry services.

Compliance with ethical standards

This study adhered to established ethical standards to ensure integrity, fairness, and respect for all participants. Participation was voluntary, and respondents were informed of the study's purpose, procedures, potential risks, and benefits prior to involvement. Participants were given the right to withdraw or decline participation at any time without consequence. Privacy and confidentiality were strictly maintained in accordance with the Data Privacy Act of 2012 (Republic Act No. 10173), with all personal data securely stored and anonymized when necessary. The research procedures were non-invasive

and designed to avoid harm or discomfort. Additionally, AI-powered tools were used solely for grammar checking and formatting, without processing any personal or sensitive data. The study was conducted objectively, free from conflicts of interest, and with full transparency throughout the research process.

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