

A Study on Consumer Preference towards Dove Products

Mrs. Rajitha Pathange¹, Mrs. Rajani Parcha², Hallae Swetha³, Heena Begum⁴, Humera Anjum⁵, Humera Tanweer⁶

^{1,2}Assistant Professor, IPGDCW (A), Nampally, Hyderabad, Telangana, India.

^{3,4,5,6}Student, IPGDCW (A), Nampally, Hyderabad, Telangana, India.

Abstract

This research aims to conduct a comprehensive study on consumer preferences for Dove products, a prominent brand in the personal care industry. With a focus on understanding the factors that influence consumer choices, this study employs a mixed-methods research design, including surveys, interviews, and product assessments, to explore the depth of consumer preferences for Dove products. Key objectives include analyzing consumer perceptions of product quality, brand loyalty, effectiveness, and the impact of marketing strategies on purchasing decisions. The study aims to identify the most popular Dove products and the reasons behind their popularity among consumers. Additionally, it seeks to understand the role of factors such as brand image, ingredients, and ethical considerations in shaping consumer preferences for Dove products. The findings of this research are expected to provide valuable insights for Dove and other players in the personal care industry, assisting them in refining their product offerings, marketing strategies, and overall customer satisfaction.

Keywords: Consumer Preference, Dove Products, Personal Care Industry, Product Quality, Brand Loyalty, Marketing Strategies, Ethical Considerations, Consumer Perceptions.

1. Introduction

This chapter is introduction in nature. It presents introduction of consumer preference importance of the study, objectives of the study, scope of the study, research methodology and period of the study, profile of the respondents, chaptalization, literature review and limitations of the study. The study of consumer preference also include an analysis of factor that influence purchase decision and products use understanding how consumer make purchase decision marketing manager in several ways consumer are satisfied when they get what they want factors consumer purchase are influence strongly by social cultural, personal and psychological marketing cannot control such factors but they take them to the account consumer respondent to various marketing efforts the company might use the company understanding how to consumer will responds to the difference product features and prices.

1.1 Definition of Consumer Preference

Consumer preference are defined as the measured

by utility, of various bundles of goods. They permit the consumer to rank bundles goods according to level of utility they give the consumer. Note that preferences are income and price. ability to purchase goods does not determine a consumer's like or dislikes.one can have preference for Dove's over fords but only have the financial means to drive a ford. Consumer preference is a marketing term meaning a consumer like one thing over another. A trend may indicate consumer prefer using debit cards over credit card for good.it is general term applied to all facets of marketing products and services. A consumer preference explains show a consumer rank collection of good's and service of prefer one collection over another. This definition assumes that consumer rank goods or services by the amount of satisfaction or utility, afforded. Consumer preference theory does not take consumer income good and services price or the consumer's ability to purchase the product or service. A consumer preference assumes that consumer can

choose consistently between or among goods and services over others or treat all as equally beneficial. consistency is an issue when the consumer must consider more than alternatives [1].

1.2 Need and Importance of the study

- This study will help us to know preference towards Dove products.
- It helps to understand the needs of consumer in terms of brand image, quality, variety etc...
- Consumer preference is the first and for most requirement of the successful formulation and implementation of marketing strategies.
- Consumer preference involves identifying what type of products consumer wants and their buying behavior and motives etc.

1.3 Objectives of the study

The study focuses on the following objectives,

- To present the concept of consumer preference towards Dove products.
- To study and analyses the consumer preference towards Dove products.
- To study the factors influencing consumer to purchases of Dove products.

2. Statement of the problem

In the present study, we propose to find out the consumer preference towards Dove products. This study helps us to know the preference of consumer on different products [2].

2.1 Scope of the study

The following is the scope of the study

- The study has been limited to Dove products consumer only.
- The scope of the study restricted itself of analyzed consumer preference of Dove products.
- The size of the sample respondent is 100 and the study is restricted to only the consumer of Hyderabad.



Figure 1 Dove (toiletries)

Table 1 Dove Product Details

Dove	
	
Product type	Personal care
Owner	Unilever
Country	United States
Introduced	1957; 63 years ago
Related brands	Dove Men + Care Baby Dove
Website	www.dove.com

Dove is an American personal care brand owned by Unilever originating in the United States. in Argentina, Australia, Bangladesh, Brazil, Canada, China, Egypt, Germany, India, Indonesia, Iran, Israel, Ireland, Japan, Mexico, Netherlands, Pakistan, Philippines, Poland, South Africa, South Korea, Thailand, Turkey and the United States. Dove details are shown in Table 1. The products are sold in more than 150 countries and are offered for both women, men, and babies. Dove image shown in Figure 1. Dove's logo is a silhouette profile of the brand's namesake bird. Vincent Lamberti was granted the original patents related to the manufacturing of Dove in the 1950s, while he worked for the Lever brothers [3].

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2.2 Product lines

Products include: antiperspirants/deodorants, body washes, beauty bars, lotions/moisturizers, hair care, or facial care products. Dove is primarily made from synthetic surfactants, vegetable oils (such as palm kernel) and salts of animal fats (tallow). In some countries, Dove is derived from tallow, and for this reason it is not considered vegan, unlike vegetable oil based soaps. Unilever launched a men's toiletries

range in January 2010, branded "Dove Men + Care". In November 2013, Steve Bell of Macon, Georgia won the Dove Men + Care Hair "King of the Castle Home Upgrade" contest, receiving a home upgrade and consultation with Jonathan Scott of Property Brothers. The shampoo, cream and conditioner of dove product shown in Figure 2 [4].



Figure 2 Dove Shampoo, Conditioner & Cream

2.3 Dove Campaign for Real Beauty

Main article: Dove Campaign for Real Beauty

In September 2004, Dove began its Campaign for Real Beauty, followed by the creation of the Dove Self-Esteem Fund in 2006, by Geyner Andres Gaona and Amy. The campaign has been criticized as hypocritical in light of the highly sexualized images of women presented in the advertising of Axe, which, like Dove, is produced by Unilever.

2.4 Ad Controversy

In May 2011, Dove prompted criticism and accusations of racism after publishing an advert for their body wash showing three women with different skin tones side by side in front of a "before and after" image of cracked and smooth skin, with a black woman below the "before" and a white woman below the "after". In October 2017, a three second video for Dove body lotion posted on their page on Facebook in the United States prompted criticism and accusations of racism. The video clip showed a black woman removing her T Shirt to reveal a white woman, who then lifts her own T Shirt to reveal an Asian woman. The full thirty second television advert version included seven women of different races and ages. The ad sparked criticism, leading Dove to remove the advert, saying it "deeply regret(ted) the offence it caused." Dove

further stated that the "video was intended to convey that Dove body wash is for every woman and be a celebration of diversity..." The black woman in the advert, Lola Ogunyemi, said the advert had been misinterpreted and defended Dove [5]. Dove Company History and Review: Real Beauty, Real Soap! Figure 3 shows dove products.



Figure 3 Dove Products

2.5 The History of Dove Explained

From the very beginning, Dove attempted to stand out in the personal care scene rather than blend in. Lever Brothers' Dove Beauty Bar hit the market in 1957, representing the first Dove-branded foray into the soap market. Dove's soap advertisements reflected these moves to stand out, boasting that Dove soap was 'much better for your skin' than regular soap due to its mildness and its content of 'one-quarter cleansing cream.' Dove advertisements even included taglines such as 'Suddenly soap is old-fashioned!' and 'Dove creams your skin while you wash'. Additionally, Dove's bars of soap took on a unique, curved shape while Dove packaging featured simple and elegant coloring surrounding the now iconic Dove bird logo. This made for easy brand recognition and distinction within the minds of consumers – Dove quickly succeeded in establishing itself as an innovator and outsider in the world of soap. In terms television advertisements, which were a fairly new marketing outlet in the 1950's, Dove displayed cream being poured into the Dove bar in order to illustrate the moisturizing quality of the soap. The Dove Face Test Campaign was another early marketing campaign of Dove's, in which advertisements displayed a woman who washed half of her face with generic soap and half of her face with Dove soap. The half washed with Dove soap would, of course, display a clear, clean,

and moisturized complexion while the non-Dove side was dry and featured soap residue. The 1960's saw the expansion of Dove to several different international markets, as well as an evolution of sorts of Dove's advertising campaigns. Dove responded to the climate of the times by developing ads that empowered women. The 60's saw a new wave of feminism hit the United States, with women displaying a newfound willingness to enter the workforce. Dove used its first "Real Women" tagline in a number of ads which featured mock hidden-camera testimonials of professional women heaping praise onto Dove products.

2.6 Dove Body Wash and Beauty Bars Review



Figure 4 Dove Beauty Bar

Now that we've covered the history and optics surrounding Dove, it's time to dive head first into Dove's incredible line of products! We will begin, fittingly, with Dove's Body Wash and Beauty Bars. The flagship offering of Dove, the beauty bar still uses 1/4 moisturizing cream (as it did in its original formula) to provide softer, smoother, healthier-looking skin that feels as great to boot. The taglines haven't changed either, as Dove still boasts that the beauty bar doesn't leave skin dry as competing bars of soap do. The Dove Beauty Bar is the most popular consumer bar of soap in the world it was shown in Figure 4, and for good reason – the results and reputation speak for themselves. Dove's Beauty Bar for Sensitive Skin and Pink Beauty Bar compliment the original Beauty Bar nicely – with Dove, there's truly something for everyone looking for a bar of soap.

2.7 Baby Dove Product Line Explained & Reviewed

It's important to remember that a baby's skin is a lot more sensitive than an adult. This is largely due to their skin being thinner than ours and having less of a protective acid mantle layer, due to their sebaceous and sweat glands being less effective than an adult. So as a result, babies and young children require skin care products that are specially refined for their sensitive skin types. This means that they have to be free of many of the harmful chemicals that so often have a negative effect even on adult skin. Dove is a company that has always striven to produce the best products for sensitive skin types – so it comes as no surprise that their Baby Dove line is exceptionally well-suited to young and sensitive skin types and it was shown in Figure 5 & 6. Let's take a look at what this line includes. Dove Hair Care Review: Shampoo, Conditioner, Dry Shampoo, Hair Masks, Hair Serum and More!



Figure 5 Baby Dove Products



Figure 6 Baby Lotions

If you thought Dove doesn't mess around while reading about their great line of soaps and deodorants, just wait until you get a load of Dove hair care! Dove offers a large number of shampoos, but in particular we would like to highlight Dove Advanced Series Oxygen Moisture Shampoo. Using lightweight, oxygen-fused ingredients, Dove Oxygen Moisture cleanses the hair while adding natural-looking volume, making for a natural, healthy looking head of hair. Moving on to Dove Conditioners we have Dove Nutritive Solutions, which instantly detangles hair in order to improve manageability and cleanliness. The conditioner makes hair softer and smoother by using Dove's Pro-Moisture Complex, which is designed to promote hair health and appearance [6].

3. Summary and Findings

The following findings of the study are

- From the study it is find that 83% of the respondents are female and they are in the age group of 21-30 years 40%.
- The study finds that 54% of the sample respondents are married.
- The study finds that 36% of the sample respondents are graduate.
- From the study it is find that 53% of the respondents are private employees and their monthly income ranges between Rs 10000-Rs 25000 53%
- The study finds that 61% of the sample respondents are from nuclear family.
- The study finds that 47% of the sample respondents have 4-6 members in their household.
- All of the sample respondents are using of Dove products.
- The study finds that 88% of the sample respondents are prefer Dove shampoo products.
- The study finds that 30% of the sample respondents are used 2 or more than 3.
- The study finds that 63% of the sample respondents are used on regularly.
- The study finds that 54% of the sample respondents are purchase Dove products on monthly basis.

- The study finds that 63% of the sample respondents are aware about the brand through Tv advertisement.
- From the study it is find that 53% of the respondents are using Dove products and they prefer Dove products for its brand image 35%.
- The study finds that 97% of the sample respondents are satisfied with the quality of products.
- The study finds that 91% of the sample respondents are suitable for skin.
- All of the sample respondents opined that Dove products is easily available in the market.
- The study finds that 60% of the sample respondents are advertisement of product.
- The study finds that 51% of the sample respondents opined that Dove products is easily get in Kirana store.
- The study finds that 60% of the sample respondents opined that price of Dove products is reasonable compared to other brands.
- From the study it is find that 100% of the respondents seen the advertisement of Dove products and are their is impact of advertisement is positive 93%.
- The study finds that 83% of the sample respondents are satisfied with present brand.
- The study finds that 51% of the sample respondents are wants to shift to some other brand in future.
- The study finds that 90% of the sample respondents are wants to recommend their brand to others.
- The study finds that 67% of the sample respondents rate the brand is good.

Conclusions

- From the study it can be concluded that most of the respondents are female and they are in the age group of 21-30 years.
- From the study it can be concluded that majority of the sample respondents are married.
- From the study it can be concluded that maximum of the sample respondents are graduates.

- From the study it can be concluded that most of the respondents are private employed and their monthly income ranges between Rs 10000 – Rs 25000.
- From the study it can be concluded that majority of the sample respondents are from nuclear family.
- From the study it can be concluded the maximum of the sample respondents have 4-6 members in their family.
- From the study it can be concluded that all the sample respondents are using Dove products.
- From the study it can be concluded that majority of the sample respondents have different types of Dove products.
- From the study it can be concluded that majority of the sample respondents are used 2 or more than 3.
- From the study it can be concluded that majority of the sample respondents are used on regularly.
- From the study it can be concluded that majority of the sample respondents are purchase Dove products on monthly basis.
- From the study it can be concluded that majority of the sample respondents are aware about brand through tv advertisements.
- From the study it can be concluded that most of the respondents are using Dove products and they prefer Dove products for its brand image.
- From the study it can be concluded that majority of the sample respondents are satisfied with quality of product.
- From the study it can be concluded that majority of the sample respondents are suitable for skin.
- From the study it can be concluded that all the respondents express that the Dove products is easily available in market.
- From the study it can be concluded that majority of the sample respondents are advertisement of product.
- From the study it can be concluded that majority of the sample respondents opined that Dove products as they get in the Kirana store.

- From the study it can be concluded that majority of the sample respondents opined that price of Dove products is reasonable.
- From the study it can be concluded that most of the respondents seen the advertisement of Dove products and have a positive impact of advertisement.
- From the study it can be concluded that majority of the sample respondents are satisfied with present brand.
- From the study it can be concluded that majority of the sample respondents are want to shift some other brand.
- From the study it can be concluded that majority of the sample respondents are wants to recommend their brand to others.
- From the study it can be concluded that majority of the sample respondents rate the brand is good.

Suggestions

- They should bring about some change in their packing and labelling.
- Mostly respondents suggested in reduction of price

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