

RESEARCH PAPER

ON

DOVE SOAP BAR

Dove®



10

MKT426
Basic Marketing Research

Submitted to:

Dr. Mohammed Tareque Aziz
Assistant Professor
BRAC Business School
BRAC University

Submitted by:

Shaika Aziz (09304023)
Ishrat Zaman (09104146)
Section: 001

Date of submission: December 30, 2012

Chapter		Page
1	Introduction	1-11
	1.1 Introduction	1
	1.2 Background of the study	2
	1.3 Problem statement	7
	1.4 Research objective	8
	1.5 Definition of key terms	10
	1.6 Significance of the study	11
2	Literature review	12-19
	2.1 Introduction	12
	2.2 Company analysis	12
	2.3 Brand analysis	16
3	Methodology	20-31
	3.1 Introduction	20
	3.2 Research design	20
	3.3 Measurement rationale	26

	3.4	Study population	27
	3.5	Data collection procedure	28
	3.6	Survey approach	30
	3.7	Data analysis	31
4		Findings	32-67
	4.1	Overview of data collected	32
	4.2	Profile respondents	32
	4.3	Results	33
5		Discussion & Conclusion	68-70
	5.1	Contribution of the research	68
	5.2	Limitations	69
	5.3	Future research direction	70
	5.5	Conclusion	70
6		References	71
7		Appendices	72-82

Marketing Research on Dove Soap Bar

Chapter-1

1.1 Introduction

Marketing research is the process of designing, gathering; analyzing and reporting information that possibly will be used to solve a specific issue which can help us to explore different ideas of consumers and sectors of marketing to develop new product or service. So, research on any product requires broad ideas and knowledge on the sector, product and its all segments. The research study is based on Dove and this was required for Basic Marketing Research (MKT426) course of BBA program of BRAC University. Our course Instructor Dr. Mohammed Tareque Aziz assigned us the topic under conducting a marketing research on a product to earn the basic knowledge on conducting marketing research and its necessary steps so that we can develop our understanding and get an idea on the field of marketing research. Dove Soap Bar was selected by our instructor as our product to research and we two have conducted this research on Dove's sales situation.

Dove is the brand of Unilever and our product is their soap bar which is used in a wide range by consumers. So, we have tried to make this report knowledgeable and highly acceptable one so that any one can get idea about the soap industry of Bangladesh along with consumers' minds and influence of culture on buying soaps and their preferences. This is a very primary level research and we have tried to cover all the steps of research appropriately. We have collected the latest data from consumers to gather their ideas, interests and opinions on Dove soap bar to make this report fruitful.

1.2) Background of the Study

Soap is an ionic combination of fatty acid and base. It is mainly used as an assistant in washing, bathing and cleaning. Soaps for cleansing are obtained by treating vegetable or animal oils and fats with a strongly alkaline solution. This primary bonding is basically the solution of sodium soaps where beauty soaps represent potassium soaps, derived from potassium hydroxide, are softer or often liquid. Historically, potassium hydroxide was extracted from the ashes of bracken (a kind of large fern) or other plants. Now, traditionally soap is produced by a saponification or basic hydrolysis reaction of a fat or oil. For the fat part, animal fat is used for the sodium soaps or the hard, insoluble one and vegetable oil is used for the soft soluble soaps. Typical vegetable oils used in soap making are palm oil, coconut oil, olive oil, and laurel oil. Each species offers quite different fatty acid content and, therefore, results in soaps of diverse feel. The seed oils give softer but milder soaps. With the pass of time, this primary method of soap making has been changed and is added with extra flavors, ingredients and technology to be modern, customized and more hygienic.

The initial soap making was started like materials dates back to around 2800 BC in ancient Babylon and that was a simple formula for soap consisting of water, alkali, and cassia oil was written on a Babylonian clay tablet around 2200 BC. By the reference of other early sources it is observed that the ancient Egyptians bathed regularly and combined animal and vegetable oils with alkaline salts to create a soap-like substance. In some regions in 556–539 BC, a method for soap consisted of ashes, cypress [oil] and sesame [seed oil] for their servant girls.

In Roman history, the word soap first used in their biggest encyclopedia by the great author of their time Pliny the Elder which discussed the manufacture of soaps from animal fat and ashes which was mainly used by men rather than females. After long time from the first use of soap in Babylon, at 300 AD an Egyptian or Greek alchemist described soap and soap making. By another great physician and Philosopher Galen, soap-making using lye and prescribes washing to carry away impurities from the body and clothes. According to him, the best soaps were Germanic, and soaps from Gaul were second best. This is a reference to true soap in antiquity. That time the manufacture of soap was under in a very slow development for several centuries

after the time of Galen, but it seems to have flourished in Italy and Spain in 8th century, and then the olive supplied bulk of the used fat.

In Islamic history, a 12th century Islamic document has described the process of soap manufacture with the key ingredient alkali which refers to 'ashes' and by the 13th century, the manufacture of soap in the Islamic world had become virtually industrialized in many places. By the reference of another source, it has been confirmed that early Christians and Arabs and related people know about the use of both soap and soda as it is indicated in Koran. (L.W. Bosart, 1924)

This is a matter of strange that in this era of history, early China had no part. According to a research, it has been seen that Chinese, who had the earliest knowledge of many useful inventions has no idea about the use of soap until comparatively recent years when it was brought in to them from Europe. (L.W. Bosart, 1924)

After a long time from the 8th century, in France, by the second half of the 15th century, the semi-industrialized professional manufacture of soap was concentrated in a few centers of their provinces. The finer soaps were later started to produce by using vegetable oils as opposed to animal fat. Many of these soaps are still produced both industrially and by small scale artisans. So, this is the initial period of producing soaps in a larger range. However, industrially manufactured bar soaps first became available after long period of that in the late 18th century, as advertising campaigns in Europe and the United States promoted popular awareness of the relationship between cleanliness and health. Therefore actually, this is the century of flourishing soap industry because this is the time when people are getting aware and the soap companies began their journey.

The soap industry has started to run but until the industrial revolution, it was conducted in a small scale and the product was irregular. At first, Andrew Pears started making a high-quality, transparent soap which is familiar with the name "Pears" in 1789 in London. Later, his son-in-law, Thomas J. Barratt, who is a pioneer of brand marketing, opened a factory in Isleworth in 1862. William Gossage produced low-priced, good-quality soap from the 1850s. Robert Spear Hudson began manufacturing a soap powder in 1837, initially by grinding the soap with a mortar and pestle which was famous as "Hudson's Dry Soap". On this flow of industry on soap

American manufacturer Benjamin T. Babbitt added another benchmark that he introduced marketing innovations that included sale of bar soap and distribution of product samples. Then, in 1886, William Hesketh Lever and his brother, James, bought a small soap works in Warrington, England and founded what is still one of the largest soap businesses, formerly called Lever Brothers and now called Unilever. Later in 1898, B.J. Johnson came up with a new soap formula which became very popular that the B.J Johnson Company changed their name according to their soap and this is still one of the most popular soap bars in world and the brand is "Palmolive". These organizations created a fancy and the competition began with advertisement and also product. These soap businesses were among the first to employ large-scale advertising campaigns and formally produced soap's business. So, in 19th century the industry of soap bar has flourished in industrial manner with large scale of competition in Europe and US where the Asian part was not involved. Asians remained the suppliers of the ingredients of producing soaps in western parts and after a very long period from the beginning of manufacture soaps have become familiar in Asia.

Now, in case of Bangladesh, it was a colony of British Empire for a long 200 years (1857-1947) and then was ruled by Pakistan for 24 years (1947- 1971) and become independent after a massive bloodshed war in 1971. So, it is a young independent country and by observing its background it can be said that the industrialization process of Bangladesh was ruled by two different countries for a long time and they controlled it according to their requirements so, the flourish of soap industry was not very expected. At the time of British rule, the colony was mainly identified as India-Pakistan sub-continent and this part was known as a part of India, so beauty consciousness was restricted by small scale of citizens and soap was merely used by mass. In Pakistan period the industry was built up and started to expand but the oppressive mentality of Pakistan embarked its growth. By 1960s some soap brands were introduced and distributed in Bangladesh and before that soaps were mainly come as imported. Bangladesh has become developed day by day and the small distribution of soap brands is now turned in a big industry. At present, this is a developing country where still all the citizens are not educated. However, more people are getting educated day by day so in a mass level the usage of soap is significant; but not in a range of wide diversity and they are not much aware of brands than costs. Where in case of cities, income level is higher than the villages and rate of foreign

products consumption for maintaining living standards is in an increasing rate; here the scenario is quite different.

In Bangladesh, most of the people are hard workers and awareness of beauty is influenced by the price of the beauty product and its variety. So, the locally produced products are used in a broad way while, beauty conscious people in cities are very aware of personal care products and consumers use different variety of soaps for different use especially in Dhaka. All folks from different sectors use soaps in accordance to their culture, belief and awareness. So, for different purpose different types of soaps are introducing day by day. These are flavored with different types like fruity, floral, and herbal along with different colors which inspire people for different purposes. In an extended scenario, soap industry of Bangladesh is quite competitive and gradually growing. This industry is now developed with many product lines excluding soap bars like – shower gel, liquid soap etc.

The industry has grown up in the independent Bangladesh while it has become competitive in late 90's. From a survey (2004) it has been seen that there were four soap industries in Bangladesh. However, many other have been added later period which is approximately twelve and have brought the competition along with numbers. Whereas marketing here is playing an immense important role to sustain as competition is relatively high and product categories are different. So with the aim of grabbing market share companies have come up with different soap brands for different target customers. So, by the time consumers of Bangladesh have got soaps like Tibet, Cosco, Lux, Sandalina, Lifebuoy, Aeromatic, Keya, Dettol, Meril, Dove and so on. A study says that among the all companies around 43% market share in the beauty soap industry is covered by Unilever BD and later are gradually covered by Kohinoor and Keya cosmetics ltd which generally cover the mass market means outside the city area. The soap industry has become competitive because of rising living standards of mass people. The highlighted organizations of soap industry Bangladesh are briefly introduced here-

Kohinoor Chemical Company- As the pioneering soap, cosmetics and toiletries manufacturing industry of Bangladesh, Kohinoor Chemical Company (Bangladesh) LTD. has all along ensured to introduce standard, exciting and value-added innovations in beauty care products. They started their journey in 1956 and popular with the brand Tibet. Their bath soap line of KCCL includes

Tibet Beauty soap (white, pink, green and jasmine), Sandalina Sandal soap, Bactrol Family Health soap.

Square Toiletries LTD. - Square toiletries Ltd is a SBU of Square Group with the tag line “Uniquely Touching Lives” and Meril is their main brand in beauty soap. They renamed it as Meril Splash from Meril beauty soap and this is their only brand in market in different aromas. Meril has expanded its product line with another product Splash soap bar which is blue in color and represents being energetic.

Keya Cosmetics LTD. - The Company has started their journey in 1997 and manufactured their brand Keya super beauty soap with other product line Keya lemon soap. These soap brands are playing an immense important role in our industry and give competition to other brands. This soap brand is mainly designed for attracting women consumers.

Unilever Bangladesh- Now the largest share holder Company of our soap industry. It has grabbed almost 43% or above share of the industry and has been introduced in 1964 by their brands Sunlight and Lifebuoy soap. At that time, it came up with different brands and their most popular soap Lux. Now, Lux is the most popular soap brand than any other brands in market covered the whole market of Bangladesh. Gradually they started distributing their other elegant brand Dove and now the organization is being flourished with new prospect and customization. Apart from these above organizations renowned companies of soap industries are- Aeromatic Cosmetics LTD, Lily Cosmetics LTD, Reckitt Benckiser (Dettol) and others.

Now, basically seven brands are competing with each other in this industry and they are influencing our consumers towards using a brand according to their preferences. The soaps represent energy, beauty, elegance and so on and thus they have added value on their products though consumers of toiletries industry in Bangladesh are highly dominated by foreign products. Locally produced products are used by mass and marketed to them but in case of middle and upper class segments the scenario is not always favorable. Here, quality ranks higher than price and the developing life style allow them to prefer the quality most. They are willing to pay more for their consciousness of beauty and hygiene in case of using soap. So, from that concept Unilever brought Dove in Bangladesh in early 2000.

Dove is known here as an international soap and a classy one though it can be seen also frequently in the showcases of small towns' shops. Dove is a personal care product launched by Lever Brothers in America, 1955 to go beyond a mere soap containing $\frac{1}{4}$ cleansing cream and developed in a contrast of their other brand Lux. It was clinically proven for dry sensitive skin. Half of the women in world have dry skin and Dove has created a brand loyal customer group around the world because of their 'moisturized' category though it does not have a huge product line to lead this specialty. Dove products are mainly concentrated in US, UK, Europe, Canada, and Middle-East.

In Bangladesh, Lux was launched in 1964 and is renowned as one of the oldest and popular soap brands by Unilever which cover almost all area of Bangladesh where Dove is comparatively new and the concept of it is quite different than regular soap brands. Here, Dove is available in only three fragrance or, types which are white, pink and green and is familiar as one of the costly beauty soaps here. On the other hand, Dove has a huge product line in abroad representing different types of people and their choices. Still Dove has created its own consumer group with brand loyalty by its quality and difference of types. Now, the matter is the two different types of brand of the same parent company are facing competition by each other for being market leader.

1.3) Problem Statement

Bangladesh has numbers of locally manufactured soaps but these are no competition to Dove. Dove is a moisturized soap bar launched for solving beauty problems of American women is facing competition from P&G products in outer world and here in Bangladesh for being the market leader Dove has faced competition from Unilever's another brand Lux. Dove is marketed in very small range in Bangladesh and Unilever is mainly distributing the product here till now and because of that the all fragrances of Dove are not available here like- yellow, orange and so on and it is still an experimental brand of Unilever in Bangladesh. They are following small promotional and distributional strategies for this brand while the other personal care brands; like Lux and Lifebuoy capture the whole consumer sector of Bangladesh. Lux is basically doing an oligopoly business in Bangladesh. It is more popular and affordable by all and also reflects the general idea of our consumers about beauty soaps. Market share of Lux represent approximately

50% and enjoying decadal leadership in beauty soap industry for a long time. The reason of running this oligopoly business by Lux lies on less variety and limited brands of other companies. Here, in Bangladesh majority is attracted by celebrities and their looks. Most of the women are not happy in their size, shape and look; they are fascinated by the celebrities here. Dove has come as a competition of Lux in the early 2000 with a different strategy that, Dove is promoting the normal women as their beauty icon and they want to change the typical concept of beauty which is attracting the educated women not the mass and here mass is illiterate. So, after a certain level, sales of Dove are stagnant and the consumers are constrained in a specific consumer sector not all.

Dove is basically the soap of women where Lux does not vary in genders and people of all genders use Lux in a huge manner in different size for different daily use; where Dove is used in a limited manner. Although Dove has been produced to represent a special category by its price and manner, our consumers now have been more concern about branded products also been aware of beauty. Moreover, Dove has been appreciated in our neighboring country India and Pakistan so in quite same socio economic background Dove is not running well in Bangladesh which is a fact of thought. So, the sales of Dove should be increased in an increasing rate with the growing number of conscious customers which is not being happened. Dove has created a loyal customers group here but this consumer group is not too huge to influence others towards the brand. In a vast meaning at this point it cannot attract the wide potential customers by its features. In fine, more consumers from the captured market are not coming forward to consume Dove soap bars. According to the above context, it can be said that **Sales of Dove soap is not growing after a certain level**. So, we have figured out some symptoms to define this problem and we have got that-

- a) Less new customers,
- b) Less frequency of purchasing and,
- c) Switching to new brands of existing customers has made Dove's sales growth stumpy.

1.4) Research objectives

Objective of research lies on finding the reasons behind these symptoms which will help to know the reasons of going down Dove's sales and ultimately come up with a solution of the above problem statement. So, the three symptoms are:

- **Less frequency of purchasing:** Losing interest of existing customers has made Dove's sales stagnant: Customers are losing interest from the soap because of their weak attachment with the brand. According to many studies, grabbing an existing customer costs more than acquire a new customer (Sarma, Pratap, 2011). So, it is urgent for manufacturers to identify the reason of less interest of consumers towards brand especially on toiletries industry where they have abandon choices. Dove's main ingredient is moisture which has made it different from others can not bind the consumers for a long lasting period. These are the groups of customers who are still stick with Dove but their liking is very weak and going down day by day. Female consumers are the target group of Dove soap and the problem says that their frequency of purchasing Dove soap is decreasing. Here, the country prospect says that people are more used to with regular type of soaps, not with the moisturized one. So, Lux, the competitor of Dove is available in different size and fragrance which may cause it to be market leader and lacks Dove.
- **Less New customers:** Less number of new customers causes the growth rate of Dove's sales motionless: Sales become stagnant if less number of new customers comes forward to use the brand. After a certain level, sales growth depends on new consumers and it is relevant to the brand's quality and experience of previous customers. Dove has generally targeted the educated women around the world and in Bangladesh the mass is uneducated and not used to different soap brands. They think about price and link with their usage. As, if present consumers want to shift the brand then potential customers will not be recommended and negative WOM will have a huge aspect for future sales. So, sticking of existing customers with the brand is important. Here, the type of soap matters that for

which usages Dove soap bar can be used means that whether it is possible to use it for any purposes like hand wash, face wash or just for shower.

- **Switching to new brands of existing customers:** Switching to new brands of existing customers affects the sales of Dove: As, previously said, this shifting is a meaning of brand disliking and lack of brand loyalty. This represents customer dissatisfaction. Now, customer satisfaction is the judgment made by the consumers. It is occurred from the comparison of pre purchase expectation with the post purchase evaluation of the product. If the perceived experience falls to expectation then it leads to dissatisfaction and causes to shift from the brand. Switching to other soap spreads a negative Word Of Mouth in relatives or at least family; which lessens the chance of new customers' coming and these all causes are related with one another. Recession, inflation, price hiking of all the utensils sometimes affect the decision of purchasing beauty elements in the developing countries. Thus these affects can cause the shifting to other brands. Here, the less visibility, lack of availability of preferable fragrance and type and unavailability of size can also effect.

1.5) Definition of key terms:

- **Product positioning-** Is the process by which marketers try to create an image or, entity in the minds of their consumers.
- **Celebrity endorsement-** Promoting celebrities in advertisement for promoting the brand.
- **TVC-** Television commercials which are used to promote the product.
- **Moisturized bar-** this is approved by clinical test that $\frac{1}{4}$ of the bar contains moisturizer whose main ingredient is milk

1.6) Significance of the study:

The study is based on Dove soap bar but included with the soap industry of Bangladesh and also other competitor soap brands of Dove which has enriched the study and gives all a brief idea about the beauty consciousness of people of Bangladesh. Bangladesh has merely any published report on soap industry and beauty soap bars and in online there is little number of articles about the soap industry of Bangladesh. List of companies just be seen but not the whole stories with the sales condition and other factors. So here we are trying to present a little picture of the soap industry of Bangladesh and in our try we are focusing on Dove which is simply talked less by the reporters and article authors. In India there are a number of researches on Dove but in Bangladesh we have got some reports on Unilever but solely on this brand are unavailable. In case of soap people are mostly familiar with Lux and it is basically the topic of stories or, articles or, reports but in case of other brands, they are highlighted rare. Lux is the popular soap brand in Bangladesh and if anyone is going to talk about soaps she/he talks about Lux. So, here when we started studying on Dove we have decided to focus on strategy of Dove soap bar, Unilever's plan on its marketing in Bangladesh and its acceptability to consumers. By completing this report we hope that the queries of people on Dove's marketing and sales will be clarified and will get a clear picture on Dove beauty bar. We all know that Dove is famous for its moisture now here by the responses of respondents we will get to know that why this strategy is not working in Bangladesh and has made Dove's sales still. This study is fully going to help students and researchers to proceed on their further deep research. Unilever has launched this product in a very diminutive range and by the time, this has expanded but still mass population are not very aware of Dove's type and the parent company is continuing their promotion in Bangladesh in small approach so obviously it will be helpful for the brand Dove also that in our small try they can get a picture of their acceptance towards consumer and their further chance to grab the market leader position with their customized features.

Chapter Two

Literature review

2.1 Introduction

This part is about the literature review of this study. Generally in broad prospect the literature review describes the reviews of published articles based on the study and this sector basically supports the details that researchers have described in later part. But, here in this study the area is short along with the time span. And, also it is a very basic level research so; here literature review contains the broad company and product analysis of us. Here, our research product Dove and the parent company Unilever is thoroughly analyzed with their different important matters.

2.2 Company analysis

At first of Lever brothers, it produced a new product made from beef fat and milk- margarine which, they realized, could be mass-produced as an affordable substitute for butter. Later, over in the north of England in the mid-1880s, a successful wholesale family grocery business run by William Lever starts producing a new type of household soap. The product contains copra or pine kernel oil, which helps it lather more easily than traditional soaps made of animal fats. Unusually for the time, Lever gives the soap a brand name – Sunlight – and sells it wrapped in distinctive packs.

In 1886 William Lever established a soap manufacturing company, Lever Brothers, with his brother James. It is now part of Unilever. It was one of the first companies to manufacture soap from vegetable oils, and with Lever's business acumen and marketing practices, produced a great fortune. In the 1890s, William Hesketh Lever wrote down his ideas for Sunlight Soap – his revolutionary new product that helped popularize cleanliness and hygiene in Victorian England. It was 'to make cleanliness commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, that life may be more enjoyable and rewarding for the people who use our products.'

In the late 19th century the businesses that would later become Unilever were among the most philanthropic of their time. They set up projects to improve the lot of their workers and created products with a positive social impact, making hygiene and personal care commonplace and improving nutrition through adding vitamins to foods that were already daily staples.

This was long before the phrase 'Corporate Mission' had been invented, but these ideas have stayed at the heart of its business. Even, if their language and the notion of only women doing housework – has become outdated.

In late 19th century when Lever Brothers started their first marketed product was Sunlight soap which was a time efficient product in that flourishing period of soap industry. Later in 1894, when the competition grew up and people became more conscious about beauty, hygiene and health Lever Brothers created an affordable new product- Lifebuoy Soap to support and promote the growing interest in personal hygiene. First they sold it as an antiseptic soap and later changed its name to Lifebuoy Health Soap. Lever Brothers first coined the term "B.O." for bad odor as part of their marketing company for the soap

Lever Brothers becomes a public company and by this time it expanded its business to America, Europe and British colonial countries by establishing their factories, exporting operations with other plants and after some period in 1899 Lever Brothers launched a new product Sunlight Flakes which was turned into Lux flakes in 1900. These are its household products and on its flow it produced Vim in 1904 to make household chores easier and it is one of the first scouring powders. With this invention they also expanded their business in Africa and their first country in Africa was South Africa.

In 1906, Lever brothers saw their successful expansion in world's different part and on the same year Lever Brothers came to an agreement with three other manufacturers to limit competition for raw materials, but was attacked by the press who, dubbing them 'The Soap Trust', accused them of driving up prices. Lever Brothers subsequently sued the Daily Mail and in 1907 wins £50 000 damages – a massive settlement by the standards of the time. So, that was the first legal issues Unilever had to face. In 1909 Lever Brothers developed a palm plantation to supply their raw materials by own.

Later period was the period of war where Unilever expanded their businesses even in Africa and set up their first purpose based research laboratory; were making about 135 000 tons of soap a year, while in the Netherlands Jurgens and Van den Bergh both acquired a number of smaller businesses and each also controlled seven margarine factories in Germany. In 1917 this company acquired the Pears soap company and made an alliance with Kellogs. So, the expansion of Unilever continued.

After the war period a heavy crisis of fats and oil in industry expansion had been seen and that time it bought British Oil & Cake Mills which was one of its major competitors and the manufacturer of New Pin Soap. In 1926, Lever Brothers launched its first campaign Clean Hands Campaign. Part of its child health policy, it educated children about dirt and germs and encouraging them to wash their hands 'before breakfast, before dinner and after school.'

In 1929, on 2 September Lever Brothers and Margarine Unie signed an agreement to create Unilever. The businesses initially aimed to negotiate an arrangement to keep out of each other's principal interests of soap and margarine production, but ultimately decided on incorporation instead and in 1930, January 1, Unilever officially started. Later part of that year Proctor & Gamble entered the US market and Unilever saw its greatest rival. By the mid 30s soap production moved from hard soaps to flakes and powders to make lighter work of household cleaning which led to soap market expansion. The later period was the beginning of another war and the recession began with the high crisis of raw materials.

In the war period Unilever seriously faced trouble to continue their empire but after the war it was able to regain control of its international network although remained shut out from Eastern Europe and China. The decentralization of the business that was unavoidable during wartime was continued as a policy decision. In 1946 it added an extra dimension in food market by launching frozen foods and that time these canned foods contributed only 9% of total Unilever earnings.

The later decade was the story of Unilever's expansion and higher achievement. And, in flow of that sequence in 1954 Unilever launched Sunsilk shampoo in the UK which has become their leading shampoo brand and by 1959 it was available in 18 countries worldwide. In 1955 the age of advertisement started for Unilever with the development of new mass market of consumer

goods including Asia and Africa. On September 22, 1955 their first advertisement telecasted for a toothpaste brand and they introduced their soap Dove in US. In 1956 they established more three research laboratories and started campaign for their products by launching a beauty contest and on later part it expanded its tea and margarine business in different parts of the world.

Later decade was their age of growth in different businesses with other food items and launched its own packaging business in 1965. In 1969 it aired UK's first color TV commercial for promotion. In 1970s the sales became flat because of recession and high oil price in the world. However, Unilever has become bigger by this time and in 1977 Unilever employed nearly 177,000 people in 200 offices and factories, investing in fixed assets at a rate of about UK £30 million a year and spending about UK £1bn on supplies.

At the start of 1980s, Unilever was the world's 26th largest business. In 1980s the growth story continued and they acquired Brook bond as a hostile takeover. In 1987 Unilever relaunched Dove in Europe starting in Italy. Their necessary rationalization leaded to large acquisitions and equally large divestments, including the sale of animal feeds, packaging, transport and fish farming businesses. But by 1989 the resulting growth of core businesses is clearly evident.

The later period of 1990-2000, Unilever includes the decision to sell or withdraw many brands and concentrate on those with the biggest potential. They restructured their business areas. Restructuring creates four core business areas: Home Care, Personal Care, Foods and Specialty Chemicals. The new structure was led by a new team, ExCo (the Executive Committee) and included 12 business groups, each responsible for a mix of geographical and product areas. Also during this decade Unilever set up a sustainable agriculture program in light of growing environmental pressures and consumer concerns about the food chain. Other initiatives to preserve water resource and source fish from sustainable stocks soon follow.

In 1996 Unilever in India flourished and presented as the largest private sector company while in case of Bangladesh it launched in 1964 and gradually evolved and diversified into manufacturing personal products like skin care creams, toothpastes, shampoos, detergent powders, and so on. Accumulating manufacturing experience over 40 years, it has a legacy of leading the market with international brands offered at affordable prices. Today, with 13 different brands in 8 different

categories, Unilever Bangladesh stands as one of the most progressive partner in development for the Government of Bangladesh.

Gradually worldwide Unilever developed, helped people, built research institute, health and educational institute in developing countries and campaign program and took overall strategy to make a sustainable planet for people with their brands and activities. In a history that now crosses three centuries, Unilever's success has been influenced by the major events of the day – economic boom, depression, world wars, changing consumer lifestyles and advances in technology. And throughout Unilever has created products that help people get more out of life – cutting the time spent on household chores, improving nutrition, enabling people to enjoy food and take care of their homes, their clothes and themselves.

2.3 Brand Analysis:

Unilever has created different brands with the need of different period and Dove is one of them when they launched it in 1957 in US though it was first developed in Netherlands in 1955; the women consumer of there were become conscious of themselves and trying to present themselves as an independent entity in front of the world. It was produced specifically to assist military personnel for saving them from skin dryness. Dove has been produced for making them feel that they are different than others and beauty is not confined by some women rather every woman is beautiful.

The name of Dove represents a bird which universally represents gentleness, innocence, faith, marital affection, peace and constancy. Logo represents the uniqueness and acknowledgment of brand amongst all other in the market. Delicate style of the logo makes it sophisticated and easily identifiable worldwide. Soft looking font shows the fairness and softness of the brand, and gold color of the dove imagery honor



the original purpose of its production. Logo of Dove is a perfect representation of softness, gentleness and sophistication. The image of dove or peace pigeon symbolizes the purity and softness of a dove in its products. The logo color is blue, white and gold which represent simplicity, beauty, and sophistication. Dove has a huge product line including deodorants, body washes, beauty bars, lotions/moisturizers, hair care and facial care products. The flagship product of Dove, the beauty bar, uses synthetic materials in formulation; it is not just classified as soap, but as a synthetic detergent bar. Dove proved successful by touting that it contained moisturizers.

After launching, Dove continued to bloom in the 1960s as a niche skin care product before an advertising campaign in the 1970s won market share in the industry by broadcasting dermatologist test findings that confirmed that Dove dried and irritated skin less than ordinary soaps. So, by 1980s Dove started its global roll out and in 1991 Dove has introduced its famous 'Litmus test' to prove its moisture than other soaps. In 1994, the soap has been opened up to markets in 55 countries and by 1996 it has been sold in 80 countries. The soap's features are quite dissimilar to others like this is unscented, soothing and very soft. Dove's first tag line of "cleansing cream" later changed into "moisturizing cream" which is supported by their advertising campaigns of showing moisturizing milk is being poured in the bar.

Their advertisement campaign "feel different" pampers consumers and made typical women feel that they are different from other and beautiful in their own ways. This does not resemble any shape and does not influence consumers to be like Dove has campaign on "Real Beauty" introduced in 2008 which replaces super models with normal girls posing for the camera. It was firstly promoted by their other campaign "self-esteem fund" in 2006 which followed the real beauty campaign. Dove targets the educated all aged women because they promotes in highly recommended magazine and uses normal women for advertisements but not the rural girls.



Dove is basically flourished in Europe, US, Middle East so when it has been expanded in developing countries like us and in monsoon country they should have some customization which they have not. The tag of “moisturizer” does not suit here much for the weather and people here are cost sensitive so, Dove is consuming time to flourish in our market. Here, mainly Dove has three product lines. They are different in color and ingredients. This are- White, pink, and green soap bar.

- White beauty bar- in case of white category of Dove, the main ingredient is milk. Here their main strategy is moisture. This is the flagship bar of their beauty bar contains $\frac{1}{4}$ moisturizing cream. They promote that in skin care everyday is everything. So, they recommend using the soap daily and promoting the bar as a moisturizing cream.
- Pink beauty bar- pink is their product line and this fragrance represents a bit floral flavor. This is promoted in a medium range and less than white one.



- Green beauty bar- green is the type of dove soap bar except the white and the pink one. Here, green bar is based on the cucumber and green tea flavor. This represents being cool and less promoted in Bangladesh.



These are the types of Dove right now available in Bangladesh. Dove does not adapt customer preference in case of marketing soaps in different regions and countries with different weather. So, the types of soaps do not vary in high range from country to country. Among these types white color is promoted highly from the very beginning and remains available.

Price of Dove always follows the skimming strategy. From the launching period of Dove, it targets upper segments that are naturally concern about their beauty. Here, the price of Dove is higher among the locally distributed and manufactured soap and that is 98 BDT.

Chapter Three

Methodology

3.1 Introduction

This chapter talks about the methodology of this study. Methodology defines how we go through all the processes of research and how we proceed on. Here includes the steps of conducting research and the explanation of the sources of data. So, for describing it the part has highlighted the time period was required to conduct the study.

3.2 Research design

A research design is set of advanced decisions that make up the master plan specifying the methods and procedures for collecting and analyzing the needed information. Research design differs because of difference of studies. Study requirement changes research design but basically it is restricted among three types because though every problem looks unique all researches have some common features and patterns and these features allow them to come up with some common decision to have a plan for resolving the problem.

Once the research problem and objective is known, we can select the appropriate design for getting the research objective. Purpose of research lies on serving the objectives defined. It is said that research has three objectives- to gain background and develop a hypotheses, to measure the state of a variable of a variable of interest or to test that specify the relationships. According to that exploratory, descriptive, causal research designs are used gradually.

Now, exploratory research occurs from the observation. It is mostly unstructured, informal research that is accepted to get background information about the general nature of the research problem. So, it is happened when there is no formal set of objectives present. Descriptive is undertaken rather for a larger population and to get answers to some 'WH' questions. This study has different types and dimensions and basically for a broad prospect. Another type of research design is Causal research which is done from understanding a phenomenon and it basically

answers the “why” type of questions. There is a condition occurred and an antecedent follows a consequence. These designs are set from the objectives set by the researcher.

Objectives are found from the sources of problem and the symptoms of problem lead researchers toward the objectives and research design is set by these objectives. So, first defining problem is very important and here our problem states that- Sales of Dove is still after a certain level. This problem statement heads toward a scenario which shows that the sales are a known variable here and the brand Dove also. Here our study is not representing a broad scenario and it is designed to serve the variable sales. Here we have chosen three symptoms and these symptoms show the dissatisfaction of consumers in either direct or indirect way. So, there are reasons behind the dissatisfaction of consumers. So, our objective is to find out the reasons behind the symptoms and help the brand to make their sales growing.

In descriptive research a scenario is presented and researcher checks the condition by changing the variables. Like, how consumers feel about the brand, what they think at the time of purchase, or, in what quantities they purchase it. These all satisfy our objectives and lead us toward the reason of the symptoms happening with the brand Dove. So, we have analysis the data on the basis of the descriptive research design and try to find out the reasons by changing the variables which can less down the symptoms. So, we have asked them about their frequency of purchasing, likelihood of celebrity endorsement, social campaign, discount offers or, change in features of the soap. Here, the research is cross-sectional as we have done it for a particular period and without any reference of previous studies.

The research is a quantitative research which shows every data in a number and does not convey the experimental results. So, everything should be updated. After selecting this research design we have gone through several processes of research and conduct survey. We have identified the information types and sources as, these information help to solve problems. We have used both primary and secondary data here.

Primary data- we have collected all the primary data to conduct the survey and get information and requirements of consumers. Primary data can assist us to know that what consumers expect in their bath soaps, their ideas about soaps, how they are willing to pay for their beauty, relation between income level and beauty consumption, their behaviors, culture and attitude and so on.




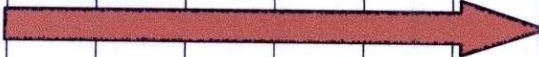


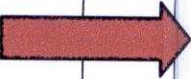

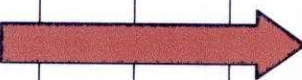
We also get information about their requirements, preferences and also expectation on Dove. This data helps us to get updated information of consumers and their ideas.

Secondary data- on the other hand, the secondary sources which refer the published journals, articles, internet, and books and so on are used by us for extra information which has enhanced our knowledge on product and also the organization. We have used this source for enhancing this report besides the direct information from our consumers. This source can be used for getting help to know about the industry, competitors, global condition and updated global phenomena.

After determining the sources of information we have ensured the methods of accessing these sources and these sources are different according to the types. Where, in case of Primary data, we have surveyed on a consumer group of soap bars and collected their ideas and issues about Dove and other beauty soaps. This process is bit complex than accessing secondary data. Our objective requires us to communicate with consumers rather than observing them so we used the way of questioning them and getting answers from them to know their perceptions. While, in case of secondary data we have used online sources and internet browsing. These sources have enhanced us with adequate information to know deep inside the research and head towards the objectives.

Here, a Gantt chart is drawn to make reader understand that how we have conducted the whole research and how long it has taken time. The Gantt chart1 lies here-

Fig: Gantt chart1: time period of whole research steps

Activities	Time Period (starting from October 16)											
	Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10	Wk11	Wk12
Define the problem												
Establish research objective												
Determine research design												
Knowledge Gathering												
Questionnaire prepare												
Data collection												
Data analysis												
Data interpretation												
Prepare the final report and presentation												

The Gantt chart shows that time span we have taken to complete this study. This study is a structured study and we fulfilled every requirement after one by one step. So, the journey went gradually by completing previous step. Such as-

- **Define the problem:** If a decision is made to conduct any research, then the next step requires defining the problem. This is the most important step and in this study we had not to take any pain of defining a problem. This journey began on October 16 with the problem definition of our instructor who selected the product as Dove and its sales position. This is the first week of this project.
- **Establish research objectives:** Research objectives are the need of conducting the research so, research objectives are provided with the necessary information to solve the problem. We were asked to prepare the questionnaire within the next week. So, we had to decide the objectives just after getting the product and topic of research. It was decided by that week and we have decided three objectives at that time.
- **Determine research design:** Almost every research project is different, but there are enough similarities among research projects to enable us to categorize them by the research methods and procedures used to collect and analyze data. There are three types of these categories, which are referred to as research designs. After establishing the research objectives, we decided the design by what we will conduct the research in that week so that we could prepare the questionnaire in the next week.
- **Knowledge gathering:** After approving these first steps we started to gather all the knowledge and information. It was not only for the preparation of question rather than knowledge gathering part included other sources of information by

which the report has been enhanced. So, from the beginning of the topic declaration the knowledge gathering part has a big contribution in this research and it has taken time like six weeks to complete.

- **Questionnaire prepare:** The design of the data-collection form that is used to ask and record information gathered in marketing research projects is critical to the success of the product. So, preparing questionnaire is a very important process which will help us to know about consumer's perception and information about the research topic. A wrong questionnaire can misinterpret the thoughts of consumers and can change the actual scenario. This task occurred just after deciding research design. At that time, we have collected information on product and this helped us on preparing the questionnaire for data collection.
- **Data collection:** Data collection procedure is the very important part of every research. Regardless of the data analysis methods used; data analysis can not correctly interpret the data. So, here the data collection procedure started after the questionnaire making and we have done it on our Eid Vacation. We had approximately 5 days for vacation and in these days we have finished collecting data though some remained left as we have conducted most of our surveys in university area.
- **Data analysis:** Once data is collected data analysis is used to give the raw data meaning. Analysis involves entering data into computer files, inspecting the data for errors, and running tabulations and very statistical tests. Right after collecting the data we started to analyze the data and it took time to transfer someone's language in to quantitative method.
- **Data interpretation:** Data interpretation is the main part of the final report. So, for a wrong interpretation, the whole result can be changed and research can lose its validity. So, it started from the mid week of 7th and ended up at the beginning of the 9th week.

- **Prepare the final report and presentation:** This is the final work and for that we have got four weeks to complete the project. Thus, we have passed the every steps of research consistently so that coordination of the different processes remains.

3.3 Measurement rationale

Measurement rationale is depended on designing a questionnaire. The rationale is decided based on the respondent format, question type and the information we need.

Here, we have used both open ended and closed ended question which has helped us to know required information from consumers.

- Open ended question- which are used for demographic questions like- name, income level, profession.

This format was also used for getting other recommendations from consumers. Their ideas excluding the given options are come out from this pattern. In our study, we have used Probed and unprobed format of open-ended question. In unprobed format researcher allows respondents to use his/her own words and in probed, a respondent can add their extra opinion excluding given options.

- Closed ended question- closed ended questions have been used for getting their choices and restricted the consumers to give any farther comment by their own. For knowing their options for any products and their frequency of purchasing we have used closed ended question.

We used **Nominal scale** in almost every question, which possessed only the characteristics of description. For example, which of the following brand you are aware of, how do you feel about the brand DOVE and so on. Nominal scales simply label objects and this is a very simple scale to measure data. We preferred to make this study simple so that we can connect towards consumers' choice easily. The main purpose of using measurement scale is to serve the objectives of the research and we used simple methods which helped us to reach the objective

easily. In some questions, we have used **Ratio scales** so that we can know their frequency of purchasing and their level of using soaps.

3.4 Study population

International markets are measured in hundreds of millions of people. National markets comprise millions of individuals and even local markets constitute hundreds of thousand households. To obtain information from every single person in a market is basically absurd and impractical. Thus, researchers make uses of a sample. There are different methods to pick samples.

Population

Population is the bigger version of sample. Population determines as the entire group under the study specified by objectives of the research project. However, researchers give the definition of population in a precise way where managers or organizations generalize it. Generalized population increases the chance of errors and can devastate the objectives of research.

Here, our product is Dove soap; a brand of beauty soap bars in Bangladesh and based on that our population is the consumers of Dove soaps in Bangladesh. We have taken survey from those consumers who use Dove soap so that the fair and targeted information can be gained and from the thought of conducting this research without biasness we have chosen this as our population.

Sample Size

Sample is a subset of the population that suitably represents that entire group. So, a representative part of the whole population group is defined as sample. So, sample unit is the basic level of investigation means that the every unit or person of sample size represents sample unit.

There are several reasons stand for choosing sample than census or, the whole population-

- Practical considerations such as- cost and population size makes sample more preferable.
- In the short time span most research firms and researchers cannot analyze the huge amount of data generated by the census.

So, ultimately sample works with two benefits and removes two problems about cost and time management. Here for taking wrong sample the whole interpretation can come wrong and the study can lose validity. For choosing a sample frame, error is very common and can occur at any time. Sample frame error defines the degree to which sample frame fails to account for all the population which can happen at any time. We have selected here cluster sampling method to define the sample size. Cluster sampling method divides the population in to subgroups where each represents the entire population. It is also known as Area population.

In our study we use the clustering method but not in elaborate way. When we conducted this research, we have given a very short period moreover; it was not a cost based research. So, for us the better option was selecting a sample size which will be short and also can represent the population. As, the time was short we could not afford to visit the whole country rather we wanted to choose a group nearby of us who are aware of the brand so that we can make the report valid. In fine, our sample size was determined 100 which was cost effective and also less time consuming. So, 100 female consumers of Dove brand in Dhaka city are the sample size of us in which, each of them can represent the all consumers of Dove soap.

In case of sample unit it represents each unit of sample size so; our sample units are each of these 100 women who consume Dove and responses in our questionnaire.

3.5 Data collection procedure

Data collection comes after the population and sample size is determined. This procedure determines the collection of information from consumers. This section presents how we have conducted the survey and gone to the consumers to get reach research objectives. This part also includes that where we have gone where for collecting data.



Destination	Time Period (Starting from October 25 to November 10)		
	Week 1	Week 2	Week 3
Mohammadapur to Dhanmondi			
BRAC university area			

Fig: Gantt chart 2: time period of data collection

The previous Gantt chart shows the time span of conducting survey among consumers. We have prepared a questionnaire according to our need and have taken an interview of consumers where they have given their opinions. Now we have explained that we started to collect data from 25 November which was the last of week two from the Gantt chart1; where time period of the whole research procedure has been shown.

This Gantt chart shows two specific time period. As, we have collected most of our data from our university area and rest from our neighbors and relatives; we have gone to relatives first. For the Eid vacation, university was closed so, the huge population was absent for a whole week and, that time relatives come in everyone's house. So we wanted to utilize the time and from week1. In week 1 we collected data from going to Dhanmondi to relative's house.

In second week the university opened and we started to collect data from the university segments. So, mostly our consumer is from the university area and we continued to collect data from here till week 3 of data collection.

3.6 Survey Approach

Survey is the easy and standard method of gathering information and getting knowledge about the topic. Survey is advantageous in several ways and thus we used survey rather than observation to complete the study. We have completed a full questionnaire with thirty questions to conduct the survey. This questionnaire contains with a standardized question approved by our instructor. Then, we made the questionnaires filled up by 100 Women respondents. For getting valid answers from customers we have screened the question several times and after approving that we have started to collect data. There are four ways to collect data from survey. This are- Face to face surveys, telephone survey, mail survey, mixed-mode survey. We have chosen the personal interview as our preference. Each and every questionnaire was filled up one by one under our own observation.

The question paper is full with the “WH” question which helped us to cover the unseen data of consumers. Keeping the questions simple and focus was our main concern so that consumers do not misunderstand what we have said through the question. We basically did **person-administered** survey, as we made the questionnaire and filled it up by the respondents being face to face of them. This type of survey helps researcher to assure quality control more than other methods and when they conduct it face to face he/she can understand that how different his/her this customer to the previous one. It means that all the respondents do not understand the question and do not interpret it equally, they all have differences and by conducting person administered we can ensure this adaptability among consumers can be assured. Other advantages we got for using this method is : we could minimized the error, adaptability; as many of them did not get the exact meaning of some question immediately which we could able to make them understand (for example- some of them did not get what does TVC means). We also faced some disadvantages as it was very time consuming, some of over enthusiastic respondents double marked in the same questions.

This is a **Quantitative research**, where we used structured questions, in which the response questions were predetermined and a large number of respondents are involved. So, here observation, experiments had no chance to collect the data.

N.B: the whole questionnaire is attached in the reference section.

3.7 Data analysis

After data collection, the part comes is data analysis. This is the process where we transferred consumer's language to a tabulation sheet. We have measured it with numbers and made a chart or, diagram to see the comparison and the synchronization of the answers we have got. For analyzing the data, we have used Pie chart here.

For obtaining the main response, the presence of pie chart was necessary. We could use bar diagram but we have not used it cause bar represents the comparing changes of time and situations over time. So, we are not presenting any longitudinal study here and no timeline is given. However, pie chart shows contribution of every field in a certain sector. Pie chart is being used for a long time to any meetings or any statistical representation to analyze the data. This is a very easy visual aid. There are some advantages for using pie chart. Pie charts provide the advantage of functioning to help your audience examine and interpret the data we presented. Data is often difficult to understand when presented as a series of black-and-white statistics and calculations. The pie chart creates a visual model, which people can use when comparing different data sets. Using different colors, pie charts divide information into sections resembling pie slices. Each "slice" is usually accompanied by a number of percentages, and its size changes accordingly.

Chapter Four

Findings

Introduction

This chapter consists of the Overview of the data collected; such as which segment they belong to, their education level, income level, what social class they belong to, profile of respondents (demographic introduction) and the analysis of the total research report. This is the main part of the report where the findings can be found.

4.1 Overview of Data collected

The respondents of this report are the women in Bangladesh who uses or used Dove soap. As Dove soap is not a very cheap one so the target market of this soap is the upper and upper middle class women. The monthly household income level of the targeted respondents is in between forty thousands to two Lakhs.

4.2 Profile of Respondents

As the topic of this research is Dove soap, the population of this research is Women of Bangladesh who are the frequent or infrequent users of Dove soap. Majority (64%) of our respondents are in between the age of 21 to 30, 15% are from 15 to 20, 13% are from 41 to 50, 5% are from 31 to 40, and rest 3% are from 51 to 60.

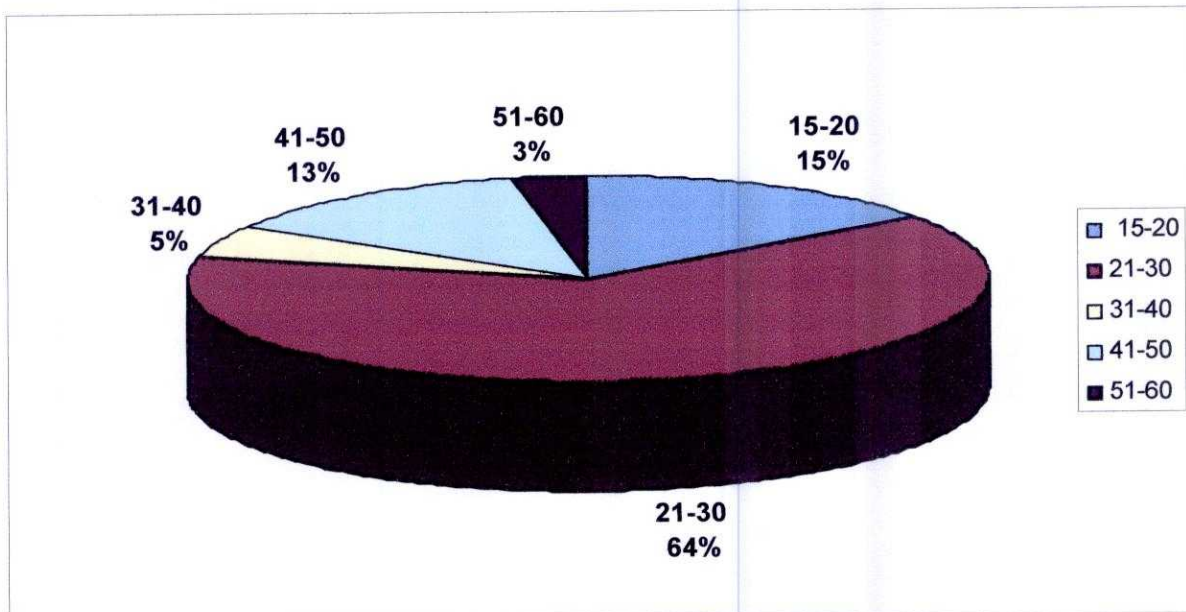
75% of the total respondents are students, including the students of BRAC University, BUET, Dhaka University and Bangladesh Medical College and also some junior level students who are in school and college or in A-levels and O-levels. 16% of the respondents are housewife, and 9% of the respondents are service holders, including teacher, doctor and job holder. The education

level of the respondents is: 7% is in and under SSC and O levels, 5% falls in HSC/A levels, undergrad/honors level students are of 67% and rest are 21% who have completed or still doing their post graduation.

4.3 Results

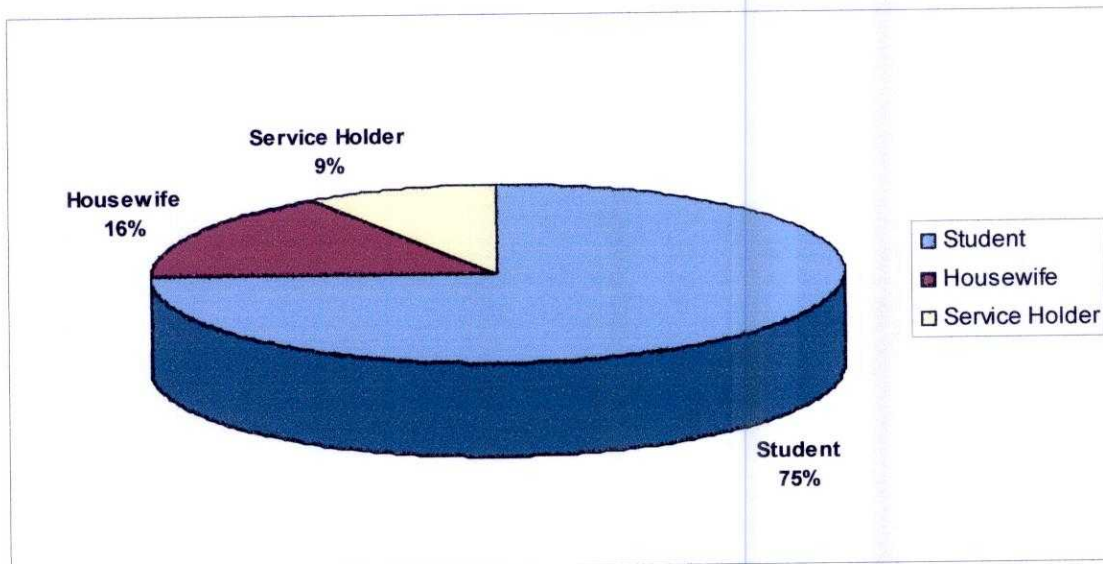
Here, the results we have got from the data collection are described in the diagram. This is basically the result of our findings which represent contribution of different variables in our study.

Q.2 Age of the respondents



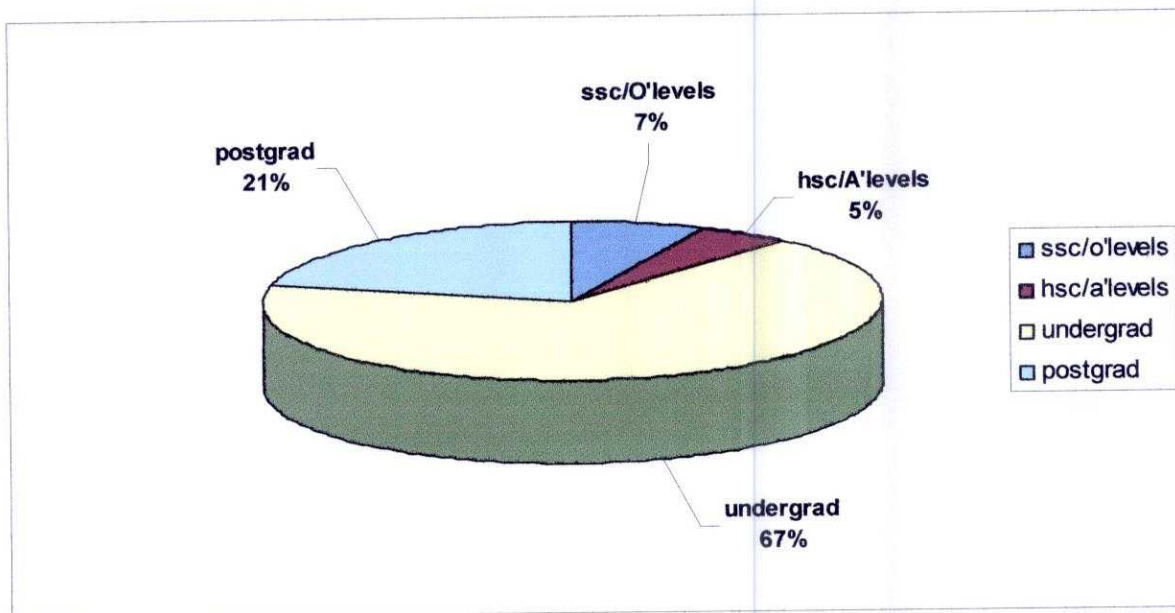
Age has an influence in the purchase of personal care products as, by the passes of age the choices of people change. Thus this sector will reflect in other answers of the paper. The users of age 21 to 30 are maximum (64%) customers in this survey, because we filled up maximum of our questionnaires by the students of BRAC University area. And least (3%) of the customers are in age of 51 to 60 here, because we did less survey by our parents and neighbors who are 51 and above.

Q.3 Occupation



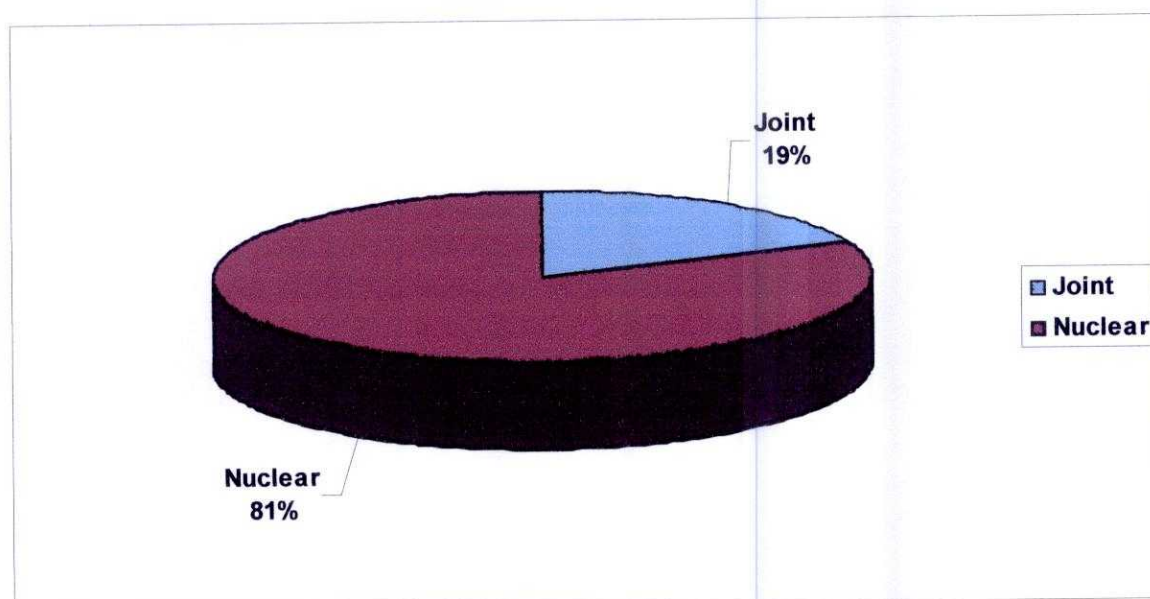
Occupation defines surroundings of consumer and their ideas and thoughts about consuming any product because, peer pressure and other environmental factor manipulates people sometimes to choose a certain product or, maintain a status. Here 75% of our respondents are students as we did most of our survey in University area. 16% housewives and 9% service holders are from our relatives and neighbors. Most of the students do not have their own income. That is why they are dependent on their parents' choice of purchase in most of the cases. 75% of the respondents who are students here are more or less not the leading one in the family to buy soap. On the other hand, 16% housewife and 9% service holders are more or less the leading one who decided the brands used in the family including soap.

Q.4. Education level



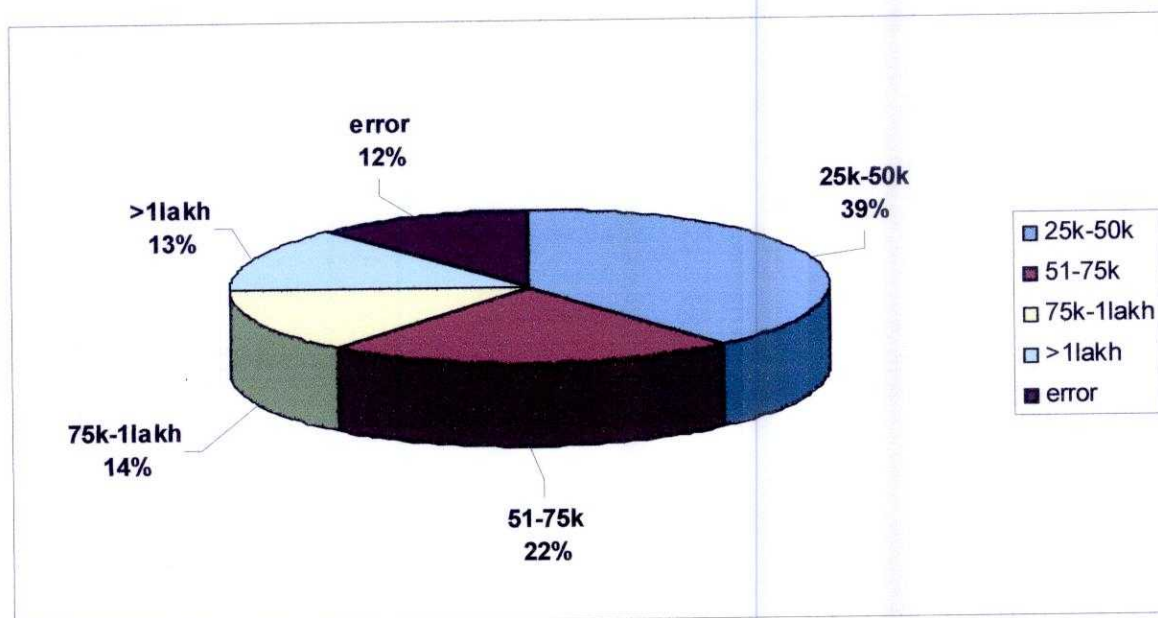
The education level of the respondents is: 7% is in and under SSC and O levels, 5% falls in HSC/A levels, undergrad/honors level students are of 67% and rest are 21% who have completed or still doing their post graduation. Those who are in O levels and A levels are not that much concern about the household shopping rather they consumes whatever their parents suggest. Basically the 21% post graduation respondents, who are the mothers/wives, are actually the customers of this soap though all of the respondents are consumers of the soap.

Q.5 Type of family



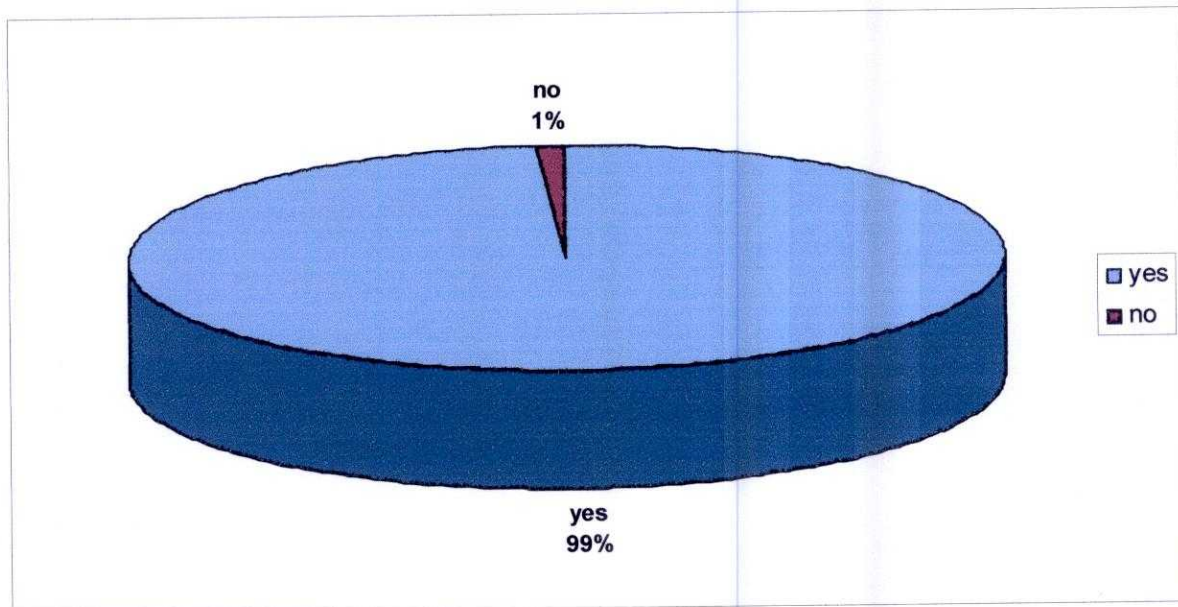
The size of family determines the quantity of purchasing all necessary stuffs in the family. Those who live in the joint family need to purchase more quantity of soaps and their purchasing frequency is higher. And those who live in a nuclear family, they need to purchase less frequently. As all of the forms are filled up here in Dhaka, most of the modern families are preferring Nuclear family for a better life style. So 81% of our respondents are from nuclear families. And 19% are still living in joint families. Respondents from nuclear family in this research have to buy less soap than the respondents live in joint family.

Q.6 Monthly household income (approximate):



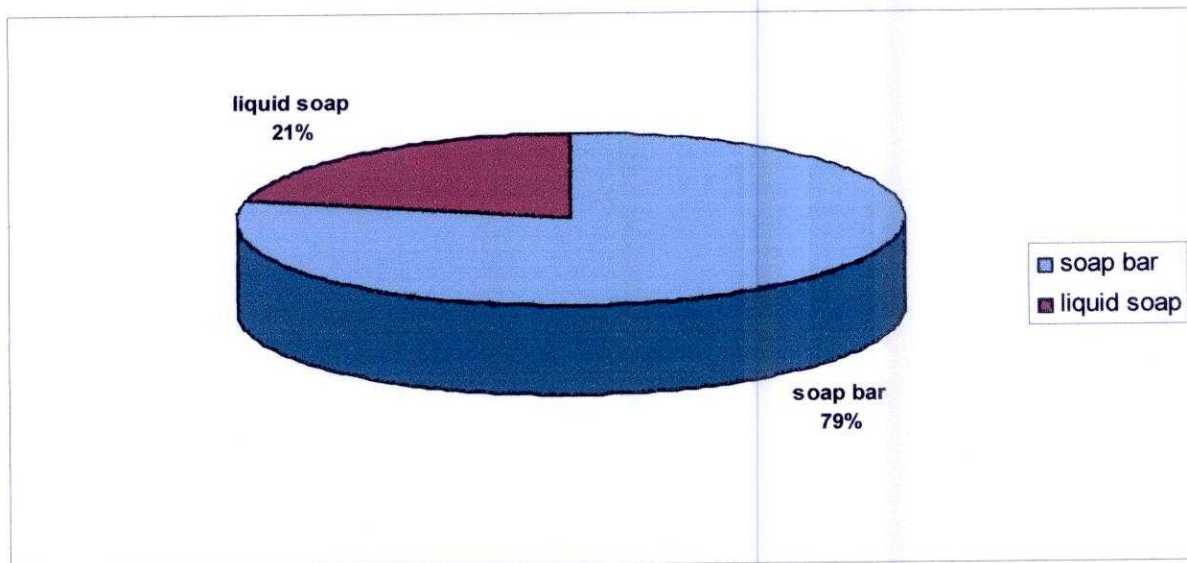
As we went to those women who have used Dove soap minimum one time in their life and who have used more and still consuming, so we had to go to the women who are solvent in terms of household income. As Dove soap is a moisturizing soap with high quality of texture and smoothness, the price of the soap is also not low. So definitely the consumers of the Dove soap are not from low income families. So majority (39%) of our respondents get their household income in between 25 thousand to 50 thousand, and least (13%) of the respondents have their household income more than one lakh. 12% shows error, because these people did not want to share their income level because of privacy concern. Economic level of customers is one of the major factors to determine their preferred products. In Bangladeshis' economic perspective as we are very much price concern, so income level plays a huge role here. We included household income here rather than personal income because many of the respondents are housewives who do not have their own income rather they can be segmented by household income.

Q.7 Do you use soaps for every bath/ shower?



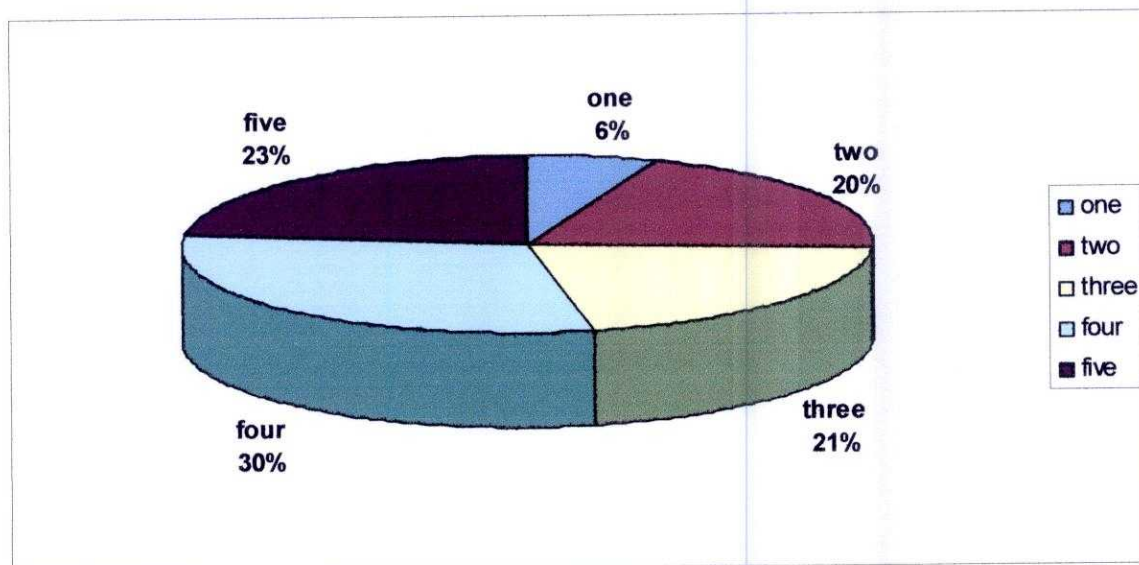
99% respondents use soap in every shower and 1% dose not. Because 99% of the respondents think that without using soap they do not get the total cleanliness of the shower and shower is incomplete without using soap. Soap helps us to reduce body odor and to remove the dust and clean the dirt. 1% does not think that using soap is necessary in every shower time because she thinks only taking shower regularly is enough to refresh body. Using soap in every shower determines the higher frequency of purchasing soap rather than those who do not use soap in every bath.

Q.8 What do you use for shower?



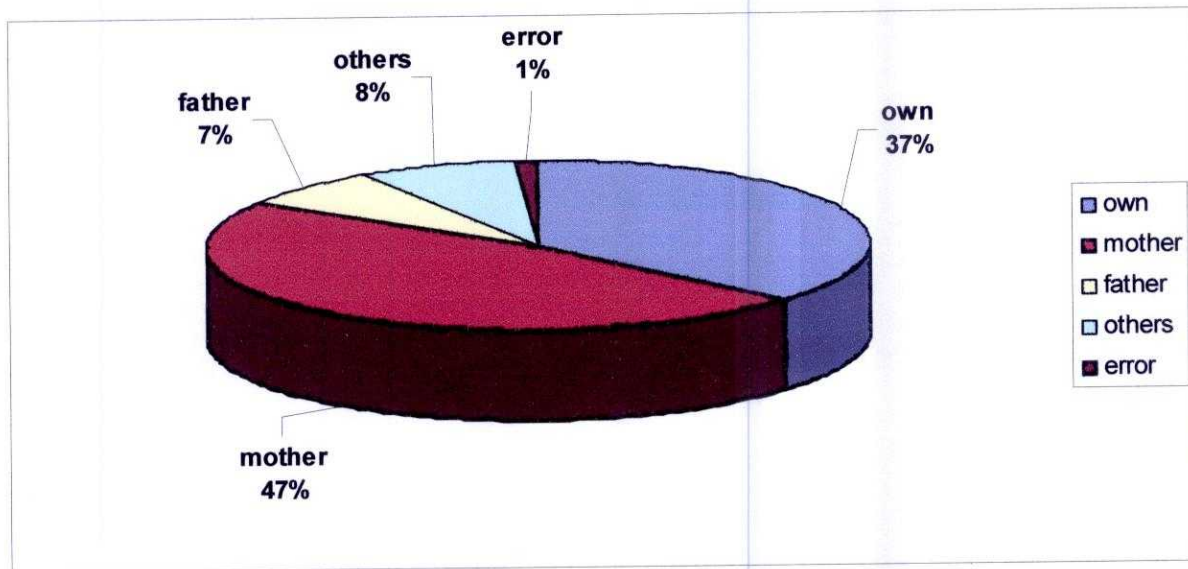
Majority (79%) of the respondents use soap bar because soap bar is more available, long lasting and easier to use. We are more introduced with soap bar rather than liquid soap. 21% of the respondents use liquid soap because of less availability, and not cost effective. Also the price of liquid soap is always higher than soap bar. But this 21 % of respondents cannot be ignored. This part of respondents often switches from bar soap to liquid soap and does the rate of purchasing soap bar reduce. As Liquid soap of Dove is not available in Bangladesh, so consumers who use Dove soap, often switch to other brand's liquid soap. So no availability of liquid soap of Dove in Bangladesh is a reason for switching to the other soaps.

Q.9. How many bath soaps do you buy for your household every month?



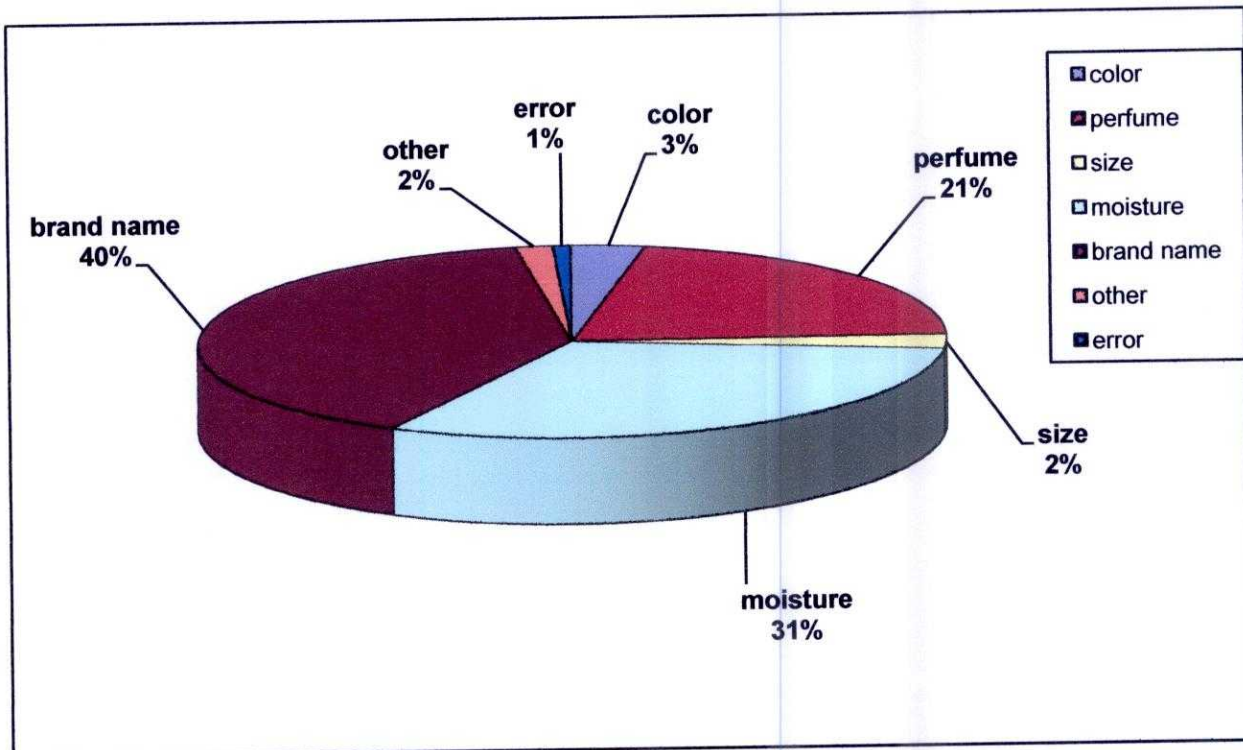
Majority (30%) of the respondents buy four soap bar per months because their whole family use that soap not only for bath but, but also for washing hands and mouth. Least (6%) respondents use only soap per month because they purchase and consume the soap only for themselves and they do not use the same soap for other purpose other than taking shower. Out of them, those who use small sized soaps; such as Lux mini sized, Keya or Tibbet and the soaps which melts easily; such as Dove, have to buy soaps more repeatedly. And those who use large soaps and long lasting one, can spend the whole month using one soap; such as Palmolive. So the use of different types and sizes of soap determines the rate of purchasing soap.

Q.10. Who decides to buy the soap in the family?



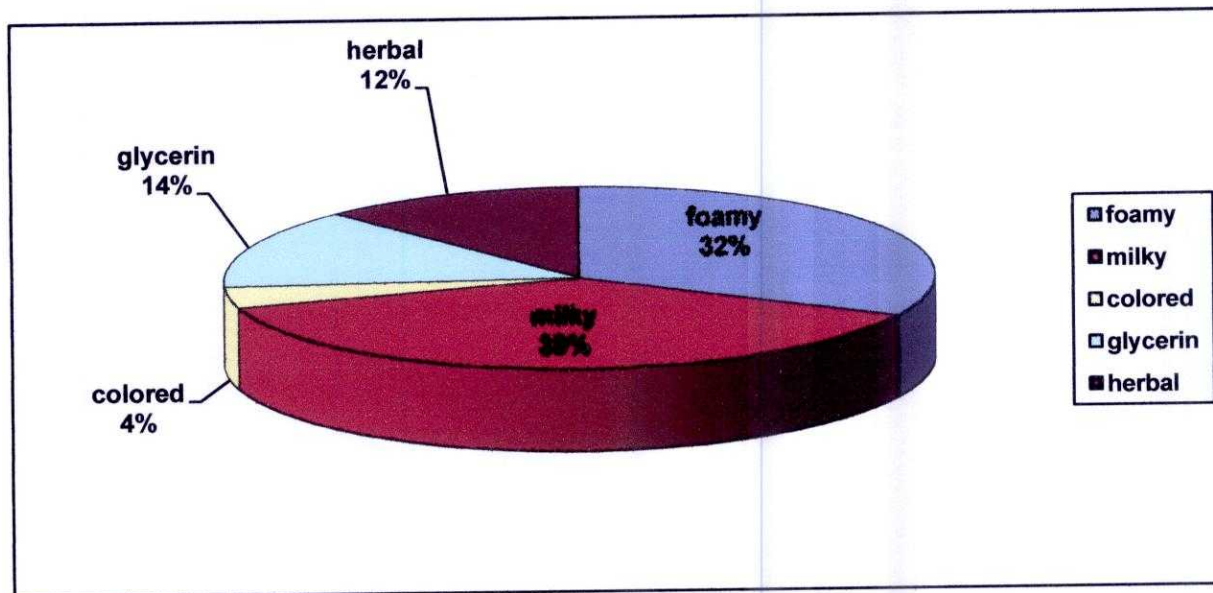
In most cases the purchaser is Mother (47%) as mothers are mostly involved in household shopping. In 7% cases fathers are purchasers as in some of the families fathers do the household shopping. Out of this 37% who purchase soap by their own, 25 % of them are the mother/wives of the family(got from Q.3, where 16% housewives and 9%service holders, $16+9=25\%$), as they filled up their own questionnaire so they chose the option 'myself'. So it can be said that, women of the family plays the leading role in question of purchasing soap. So promoting Dove soap to the women is wise as it is now to attract the likely consumers as well as to hang on to the existing consumers.

Q.11. Which is your first concern to purchase soap?



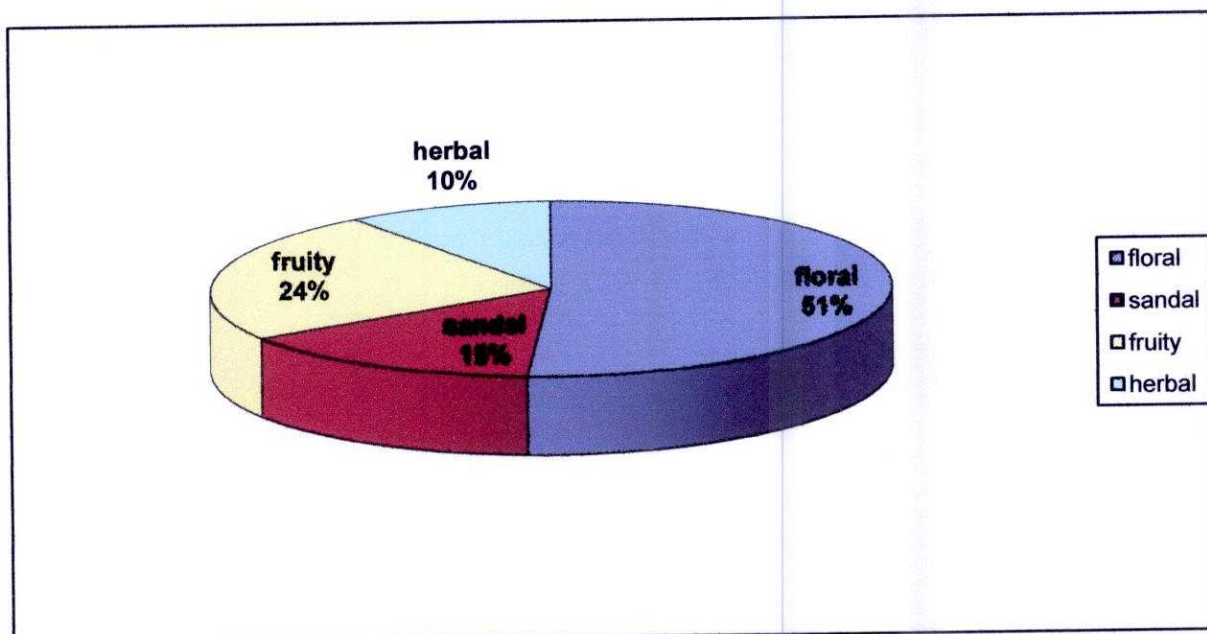
Majority (40%) of the respondents' first preference is Brand name in question of purchasing soaps as the Brands create value to them. a product can be easily judged by its brand name. and once we get used to branded product, we hardly switch to the other products. Least (2%) are concern about size because these purchasers are concern whether the soap is enough for the total family consumption or not. Another 2% are concern about other facts; such as price, availability, effects of advertisement etc. so creating brand value is important to increase sale. Dove already is a renowned brand and customers are aware of this brand and its value. It influences the customers to purchase it.

Q.12. Which kind of bath soaps do you like?



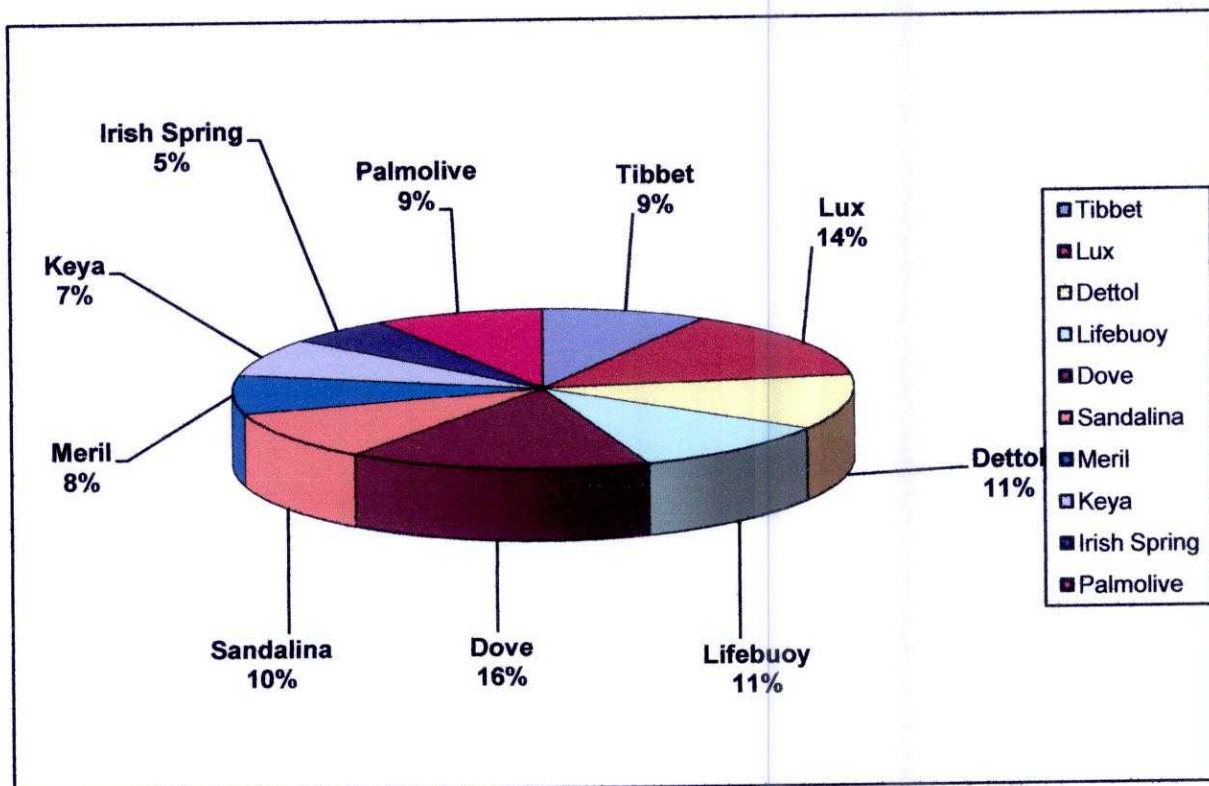
As milk is the most effective ingredient to make the skin smooth, younger, spotless and refreshing, also helps to reduce wrinkle, so majority (38%) of the respondents prefer soap which is milky. On the other hand, as the color of the soap basically has no effect on skin, rather it is just an external beautification of the soap itself, so least respondents (4%) go for colored soaps. There is a perception of people that the more a product is colorful, the more chemical it contains. Though Dove soap is of three colors, the white one is most preferable because of its milky ingredients. So the presence of milk as an ingredient influences the consumers to use Dove soap.

Q.13. What kind of perfume do you like your soap to have?



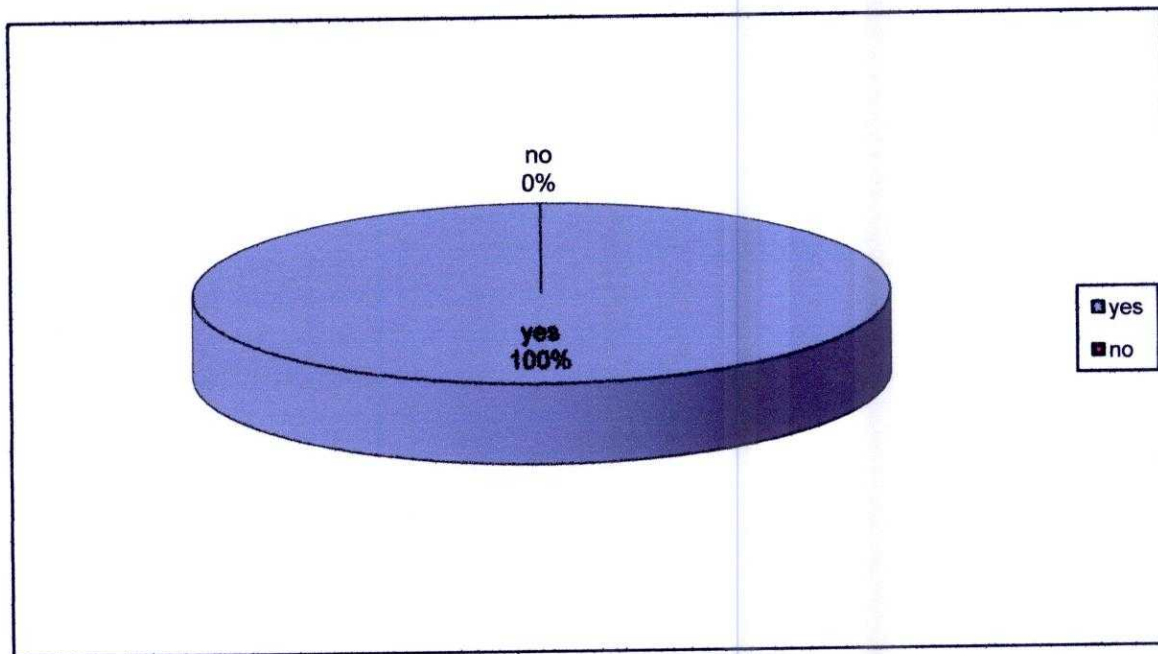
Fragrance is one of the most important facts of choosing soap as the perfume of the soap reduces our body odor and we carry this perfume in our body. So majority of our sample size wants floral scent as it refreshes of body with its sweet smell. As the pink Dove possess floral fragrance, so it is preferred by the customers. On the other hand, the White bar of Dove soap, which is the most popular and promoted one in Bangladesh, does not contain any specific type of extra scent. This is a reason why the customers often switch to the other brand from Dove soap in search of deep perfume. 10% respondents, who actually do not bother about perfume of the soap, prefer herbal soap as they look for natural ingredients instead of artificial perfume or color.

Q.14. What are the brands of soap, you are aware of?



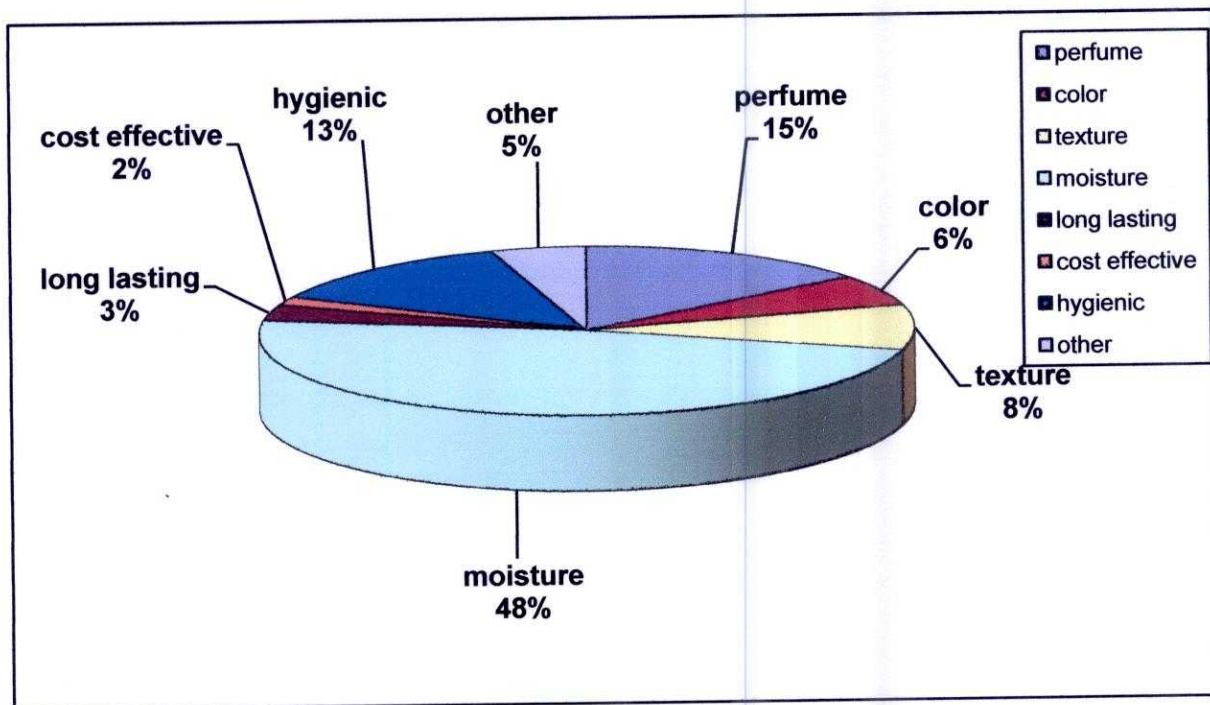
Actually the female customers are more or less aware of every type of soap available in nearby stores. This pie chart determines who are the near competitors of Dove soap, so if the existing customers switch to the other soap, then what they are going to purchase and what additional features they need in Dove soap those can be fulfilled by other soaps. Out of them in this research we have found that (5%) least customers are aware of Irish Spring because of its less availability and less promotion in Bangladesh. On the other hand, Dove and Lux is known by most of the respondents because of their quality, brand value, promotion and availability.

Q.15. Have you ever used Dove soap?



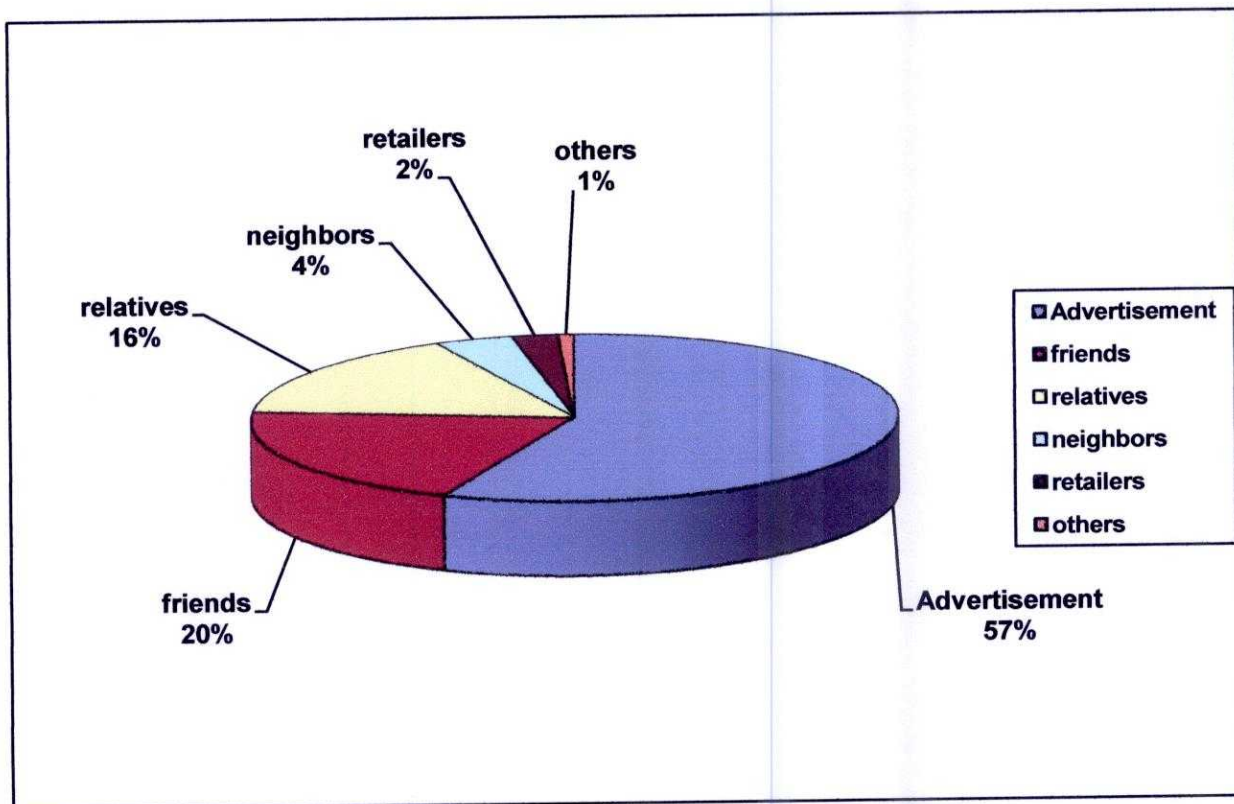
100% of the respondents said that they have used Dove soap more or less in their lifetime, as we have surveyed the respondents who are the consumers of Dove soap to minimize research error.

Q.15 (a). If yes, then which is the reason?



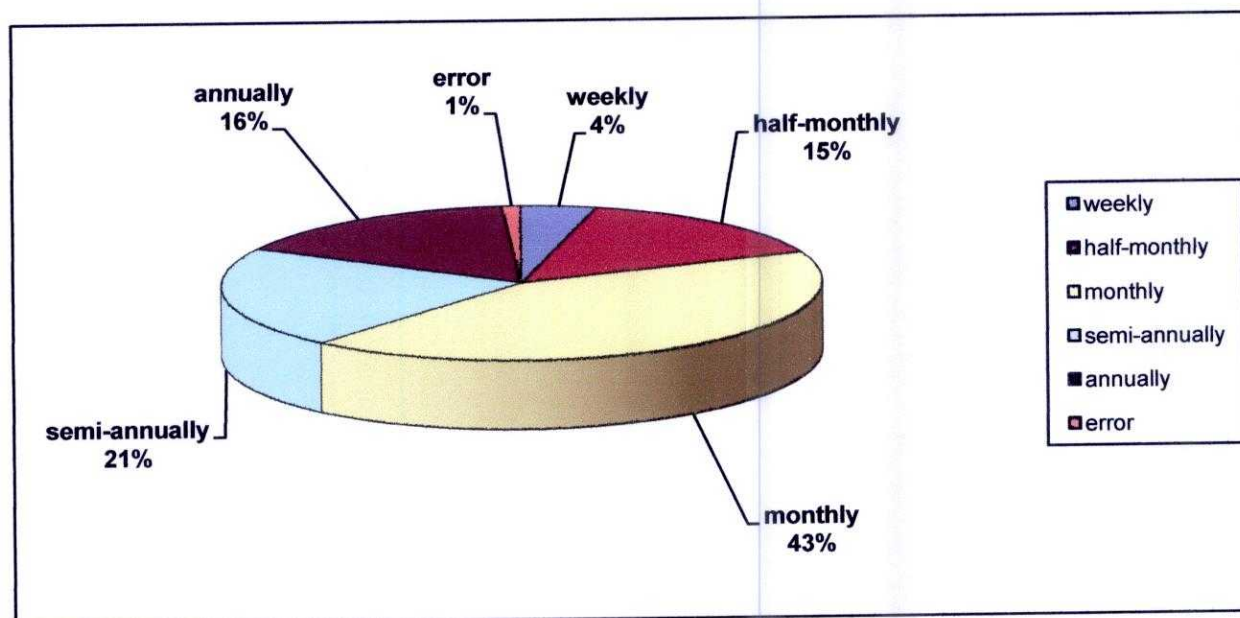
Majority of the respondents (47%) have used Dove soap because of its moisture as moisture is the most important thing that women look for in soap. As Dove is very rich in moisture so most of the Dove soap consumers prefer it. Mostly the women with dry skin are the regular consumers of Dove soap. Also the respondents with mixed or oily skin also use Dove, but not regularly. As previously mentioned, the milk is an important skin care ingredients, so use of Dove adds extra value to the users mind. On the other hand, Cost effectiveness is the least chosen option (2%) as many people do not consume Dove soap frequently because of its high price and less durability.

Q.16. From which sources you get the information of Dove?



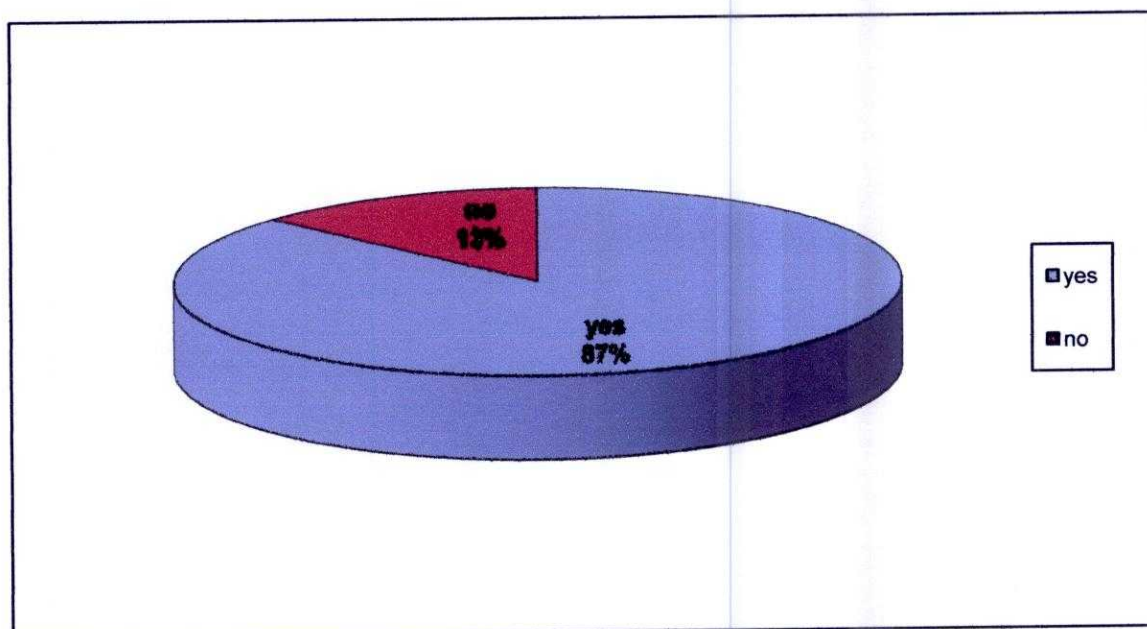
57%, that means majority of the information of Dove soap are got by respondents through advertisements as Dove has been doing quality advertisements which is the most effective source of giving stimuli, also very visible to grab the attention of the customers. Retailers are the least (2%) preference of the respondents to get information because customers do not believe to the retailers as they always think of their own profit rather than showing the customers the right way. Another option was mentioned by one of our respondents where she said that positive word of mouth influenced her to purchase it.

Q.17. What is your frequency of purchasing Dove?



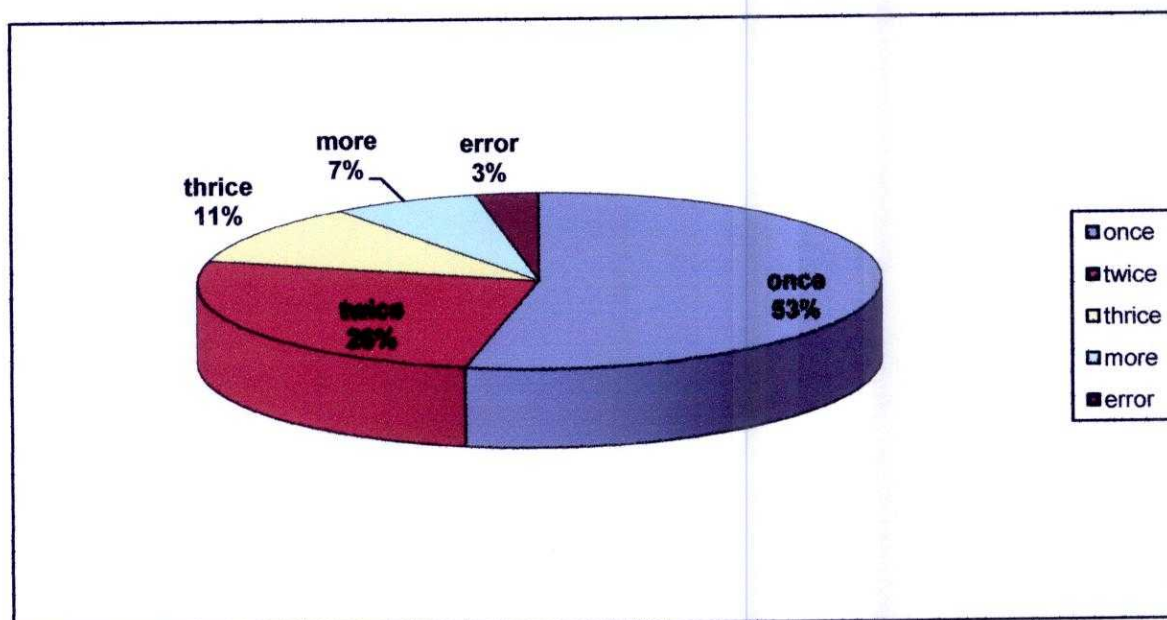
As Dove soap is big in size and most of the people use it only when they get shower. The frequency of purchasing Dove soap is monthly by most of the respondents (43%) as they are the regular consumers of Dove soap. They are much concern about their skin care and Dove suits in their skin most. 4% purchases Dove soap weekly as they all have joint family and Dove soap is their first preference because they do not compromise with the quality and brand value. Other options (semi-annually 21% and annually 16%; 37% in total) shows the less frequency of purchasing Dove soap as they do not think this higher priced and extra moisture soap is to be used 1% error comes from the one who never bought Dove soap as she found it as a gift.

Q.18 Is it available in your nearby stores?



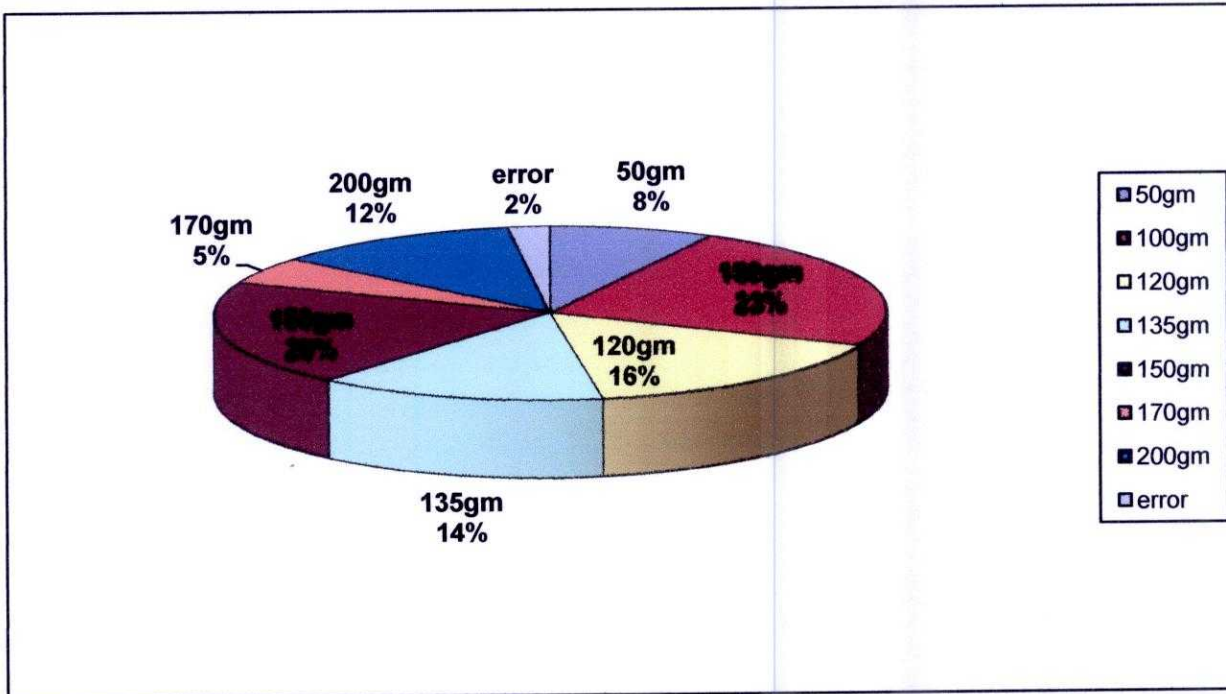
Dove soap is not available in every retailer's store in every corner of the city. Shopping malls, renowned retail stores and super stores are the places where Dove products are available. That is why 13% respondents do not find it in their nearby shops. This segment of customers does not go to super shops or shopping malls for household shopping. But 87% have said that they get it easily as the number of shopping malls and super stores are increasing nowadays throughout the cities, so most of the people can buy it whenever they go for other household shopping. So availability is not a concern for Dove to lose consumers.

Q. 19. How many times do you use Dove soap in a day?



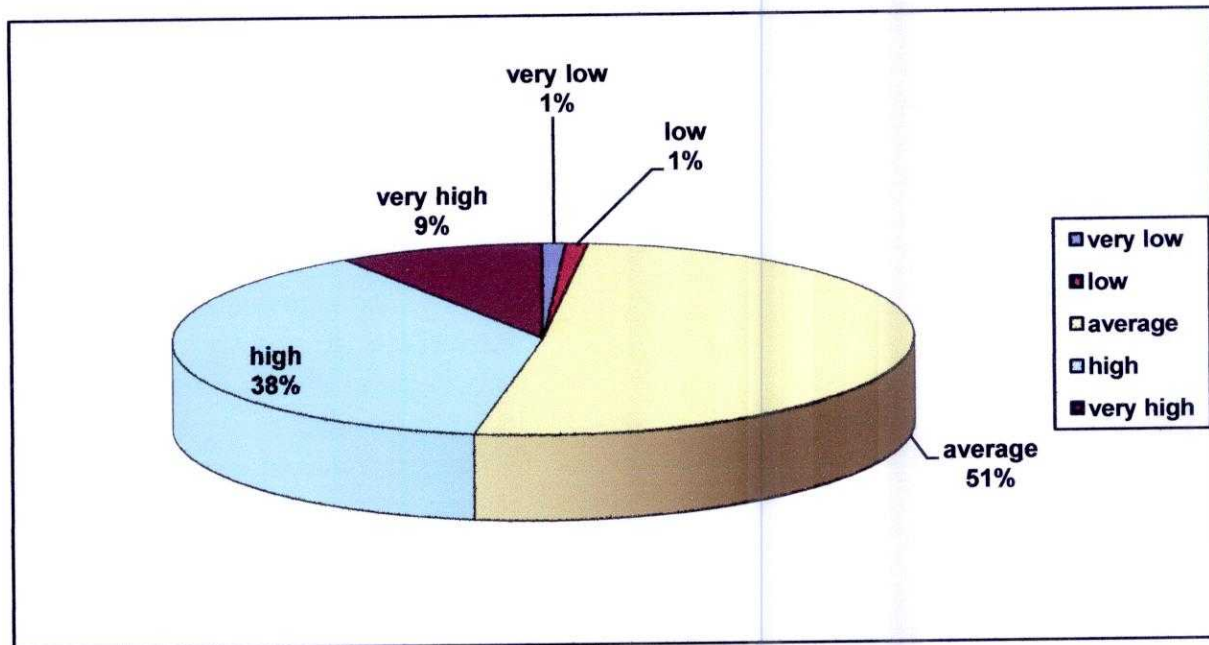
53% that means majority says that they use Dove soap once in a day because this high price soap is not for other purpose; such as washing hands after and before taking meals and for washing face as they prefer face wash. 7% that means least people say that they use this soap more than thrice in a day as they use it not only for bath, also for other purposes. Dove is too creamy to use as a hand wash or random face wash. 3% did not response as they do not use Dove soap even in everyday shower; rather they use it twice or thrice in a week as this are too costly to them to use it everyday. They use other soaps for regular use and use Dove soap occasionally.

Q.20. If Dove soap launches different size which one will be your preferable weight?



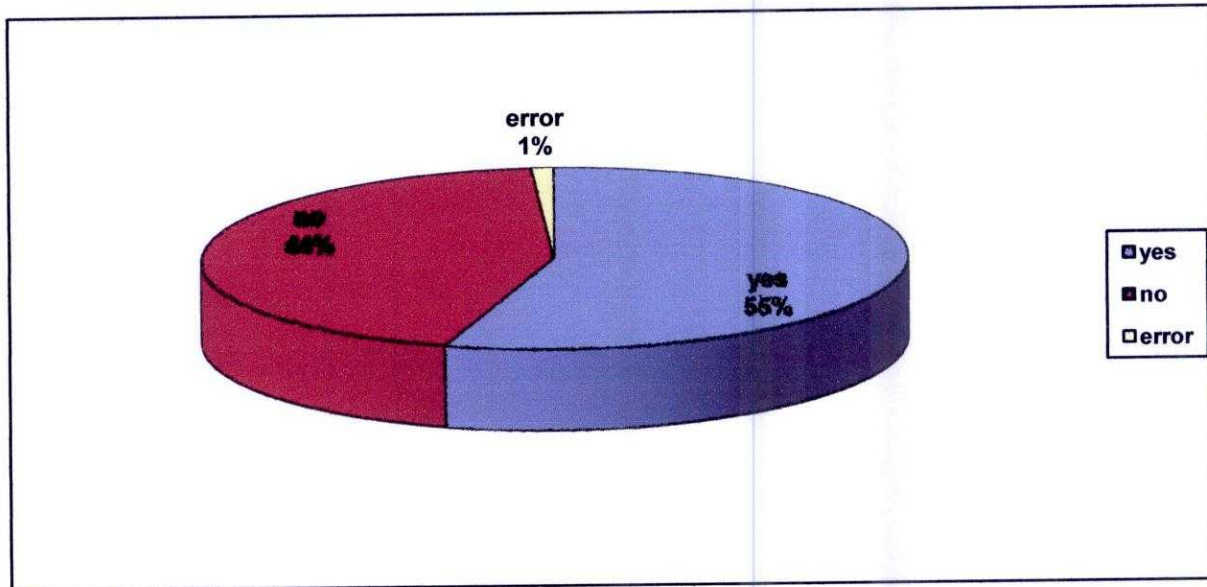
As the size of Dove soap is 170 gm, many people do not buy it as it is too big to hold in time of taking shower. And also it is not long lasting; it melts before it got used fully. 100gm is the most preferable size according to most of the customers. Actually the variety of answers indicates that consumers need different sizes of Dove soap according to their preference rather than one specific big one. Launching different sizes can increase the frequency of purchasing this soap bar. 2%error represents the respondents who are not much concern about size of the soap or they were confused about it.

Q. 21. What do you think about its price?



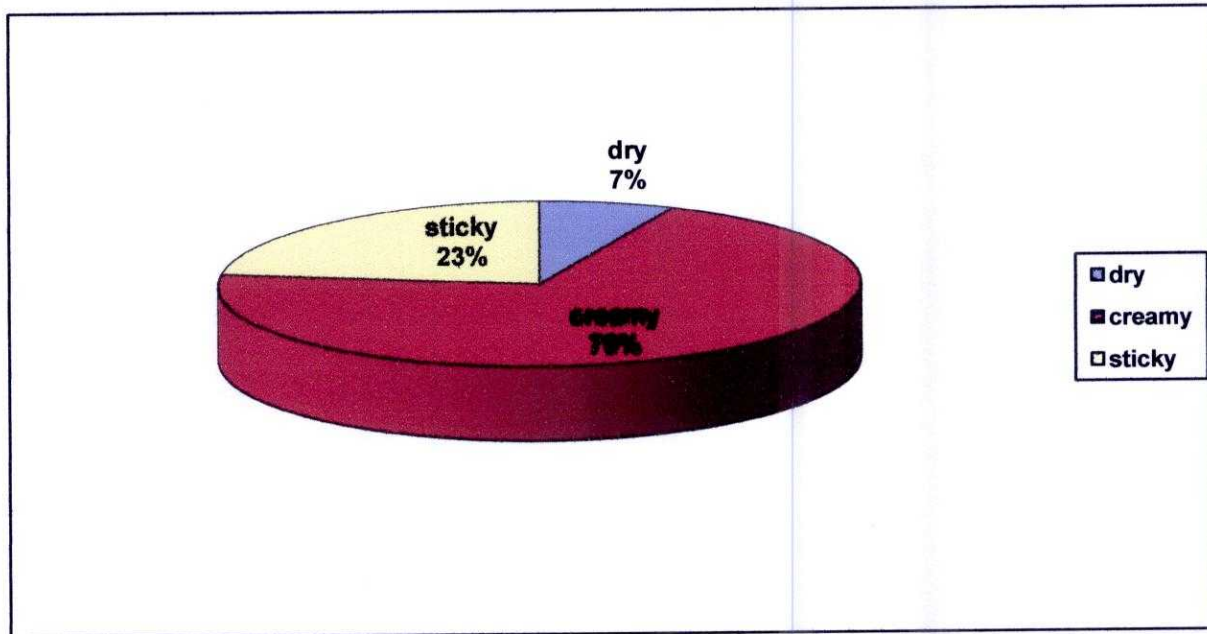
More than half of the population said the price of Dove soap is average. Tk.98 per soap is high for 38% and very high for 9% respondents. As majority of the sample units are from a private university who are not from lower economic class, so they found it average. So if the price of Dove soap is average to them, then it can be said that it is of high price soap for the total consumers of Bangladesh. On the other hand, low and very low (1% each) are thought by those respondents who think that this soap is of low price, they use soap bar or liquid soaps which are more costly and purchased from abroad. So it can be said that higher pricing is a major barrier for Dove soap to reach most of the would-be consumers. The target market of Dove soap is the women from the upper and upper middle class and this segment here in Bangladesh is very small. This is one of the main reasons of stagnant sale of Dove soap.

Q. 22. Do you think Dove can meet the need of every type of skin?



More than half (55%) users think that Dove soap is ok for all types of skin because of its smoothing moisture and milky ingredients. Rest (44%) thinks that it does not suit in oily skin. In the 'Further Suggestion' place, many of the respondents told that the texture of the soap is too sticky to remove from skin even after washing it. So those who have dry skin prefer Dove soap and those who have preferred Dove soap with oily skin use it occasionally, not in a regular basis. 1% error comes from a consumer who missed this question.

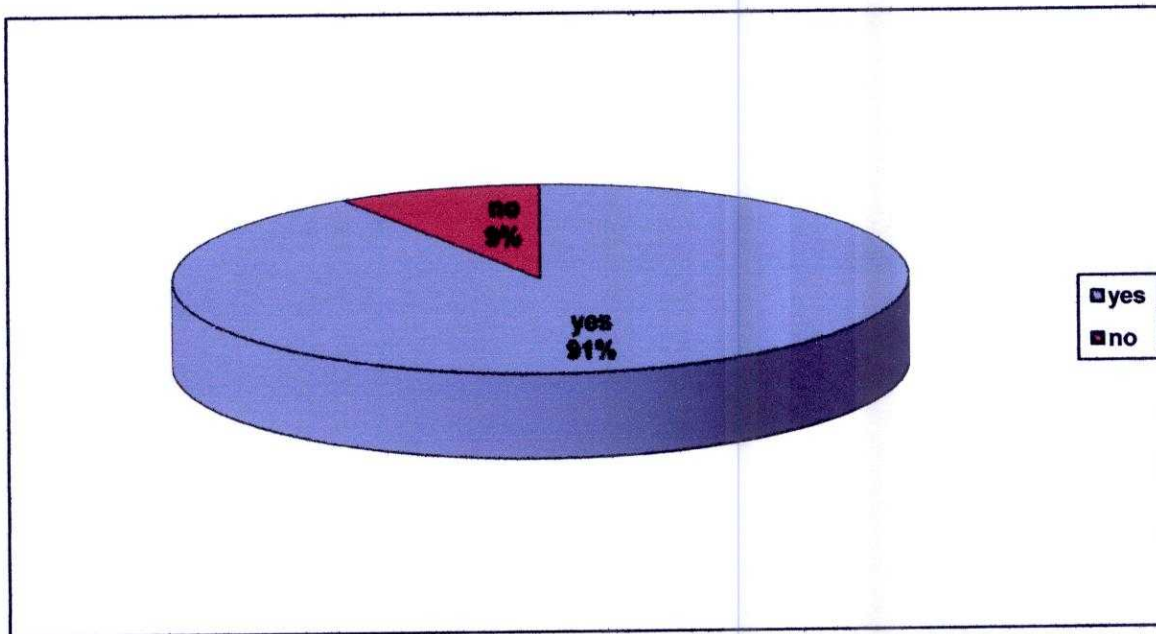
Q. 22(a) If no, then it is why?



In previous question, those who answered 'NO' mentioned the reasons here.

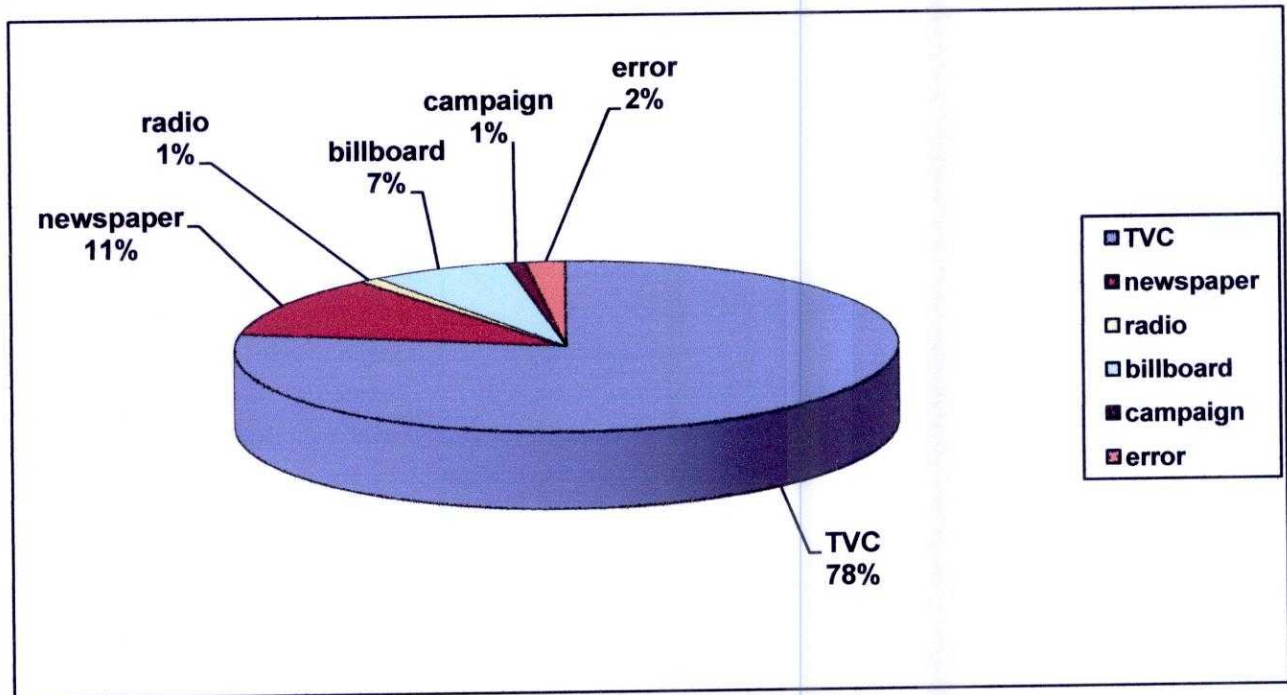
70% of the respondents think that Dove soap is so creamy that it does not go with the oily skin. 23% user say that it is stickier rather than creamy, as after washing sometimes they feel like it is not totally washed away. So according to their opinion, using Dove is satisfying but not that much to use it in everyday life. It is too creamy to last long also; it gets melted before it gets fully used. 7% thinks that after a certain period of time using this soap, the skin gets dry, actually they are the consumers who have very dry skin and they prefer soaps which contain more glycerin.

Q. 23. Can you remember any advertisement of Dove soap?



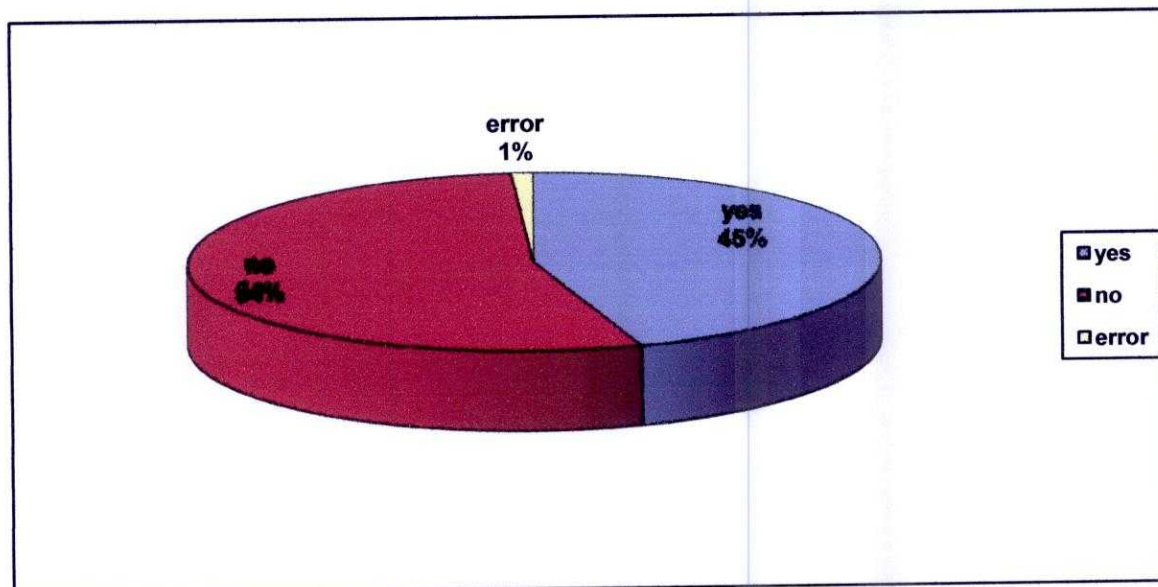
Majority (91%) of the respondents can recall the advertisement of Dove soap as they are telecasted in different media. As advertisement of Dove soap are sometimes telecasted in television but the frequency is really very poor. So it took time to think of any Dove soap advertisement by the respondents. 9% cannot remember because the commercials or other advertisements could not grab their attention. So lack of flashy advertisement also a reason for losing new consumers.

Q. 23 (a) If yes, and then mention which media it was-



Television commercials are mostly effective to get peoples' attention. 77% that means three-fourth of the total respondents can remember minimum one advertisement which they have seen in television. The TVCs of Dove soap basically use ordinary women to get extraordinary skin in order to make the ads realistic. On the other hand, very less people listen to radio and even if they tune in, they pay attention on the songs as well as RJ rather than listening to the verbal ads. The one who answered 'campaign' experienced it when she was out of Bangladesh. So it can be said that very mild promotion of Dove soap here in Bangladesh have not succeeded that much to attract many potential consumers as well as to hang on to existing consumers.

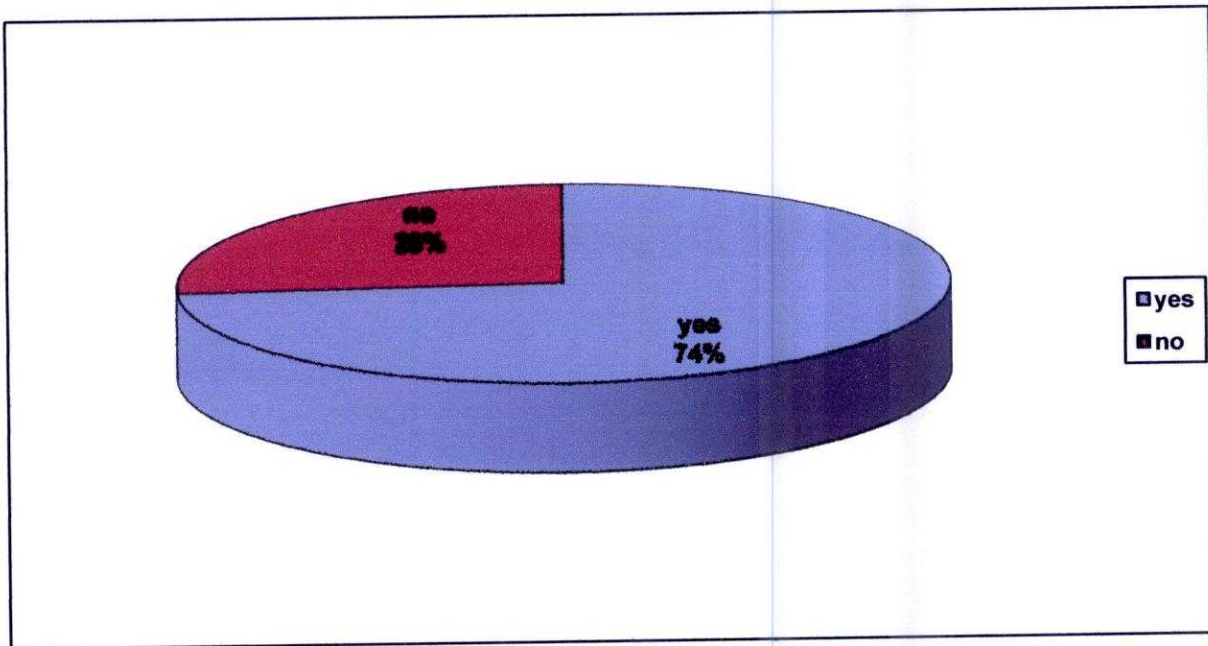
Q.24. If Dove starts celebrity endorsement then do you think it will motivate you to use it more?



Celebrities influence consumers to get attached with a product more or less. But Dove did not go for any celebrity endorsement; rather they focused on the ordinary women and made them model of their product.

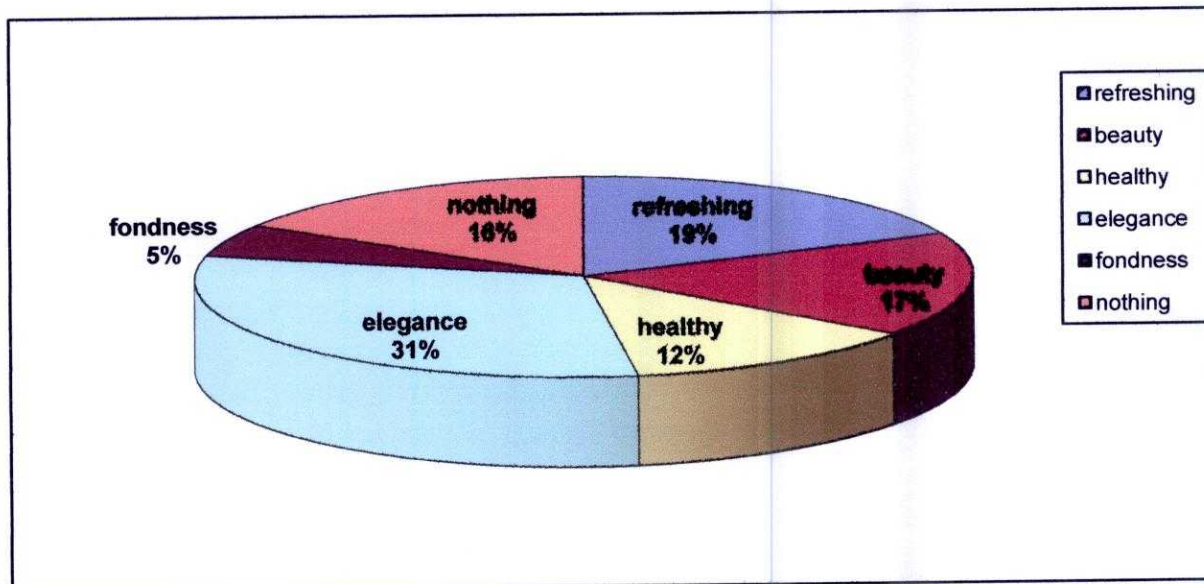
As most of the competitors of Dove soap often do celebrity endorsement, 45% of the respondents assume that they might go for buying Dove soap consciously or in sub conscious mind by watching their favorite celebrities promoting Dove soap. On the other hand, 54% think that using celebrity in question of promotion will never work where they are very concern of quality and brand value. 1% did not want to mention anything about it.

Q.25 Do you think that packaging of Dove is attractive?



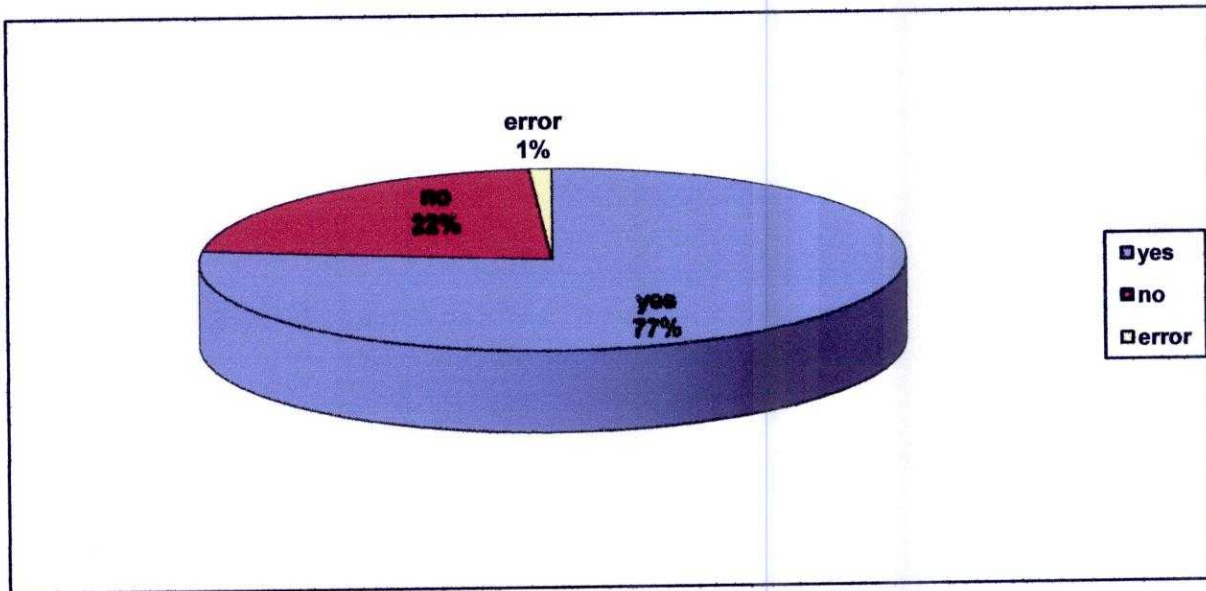
Maximum (75%) respondents think that the gentle packaging and decent color represent the refreshing uniqueness of Dove soap. The whiteness represents the milky texture, the greenish package represents cucumber freshness and the pink one represents floral one. They use mild color as well as design for its packaging. Again rest 26% thinks that the packaging is too simple to attract customers as they need it more colorful. So gigantic change of packaging is not needed for grabbing more customers as maximum of them are satisfied with it.

Q.26. How do you feel about the brand “Dove”?



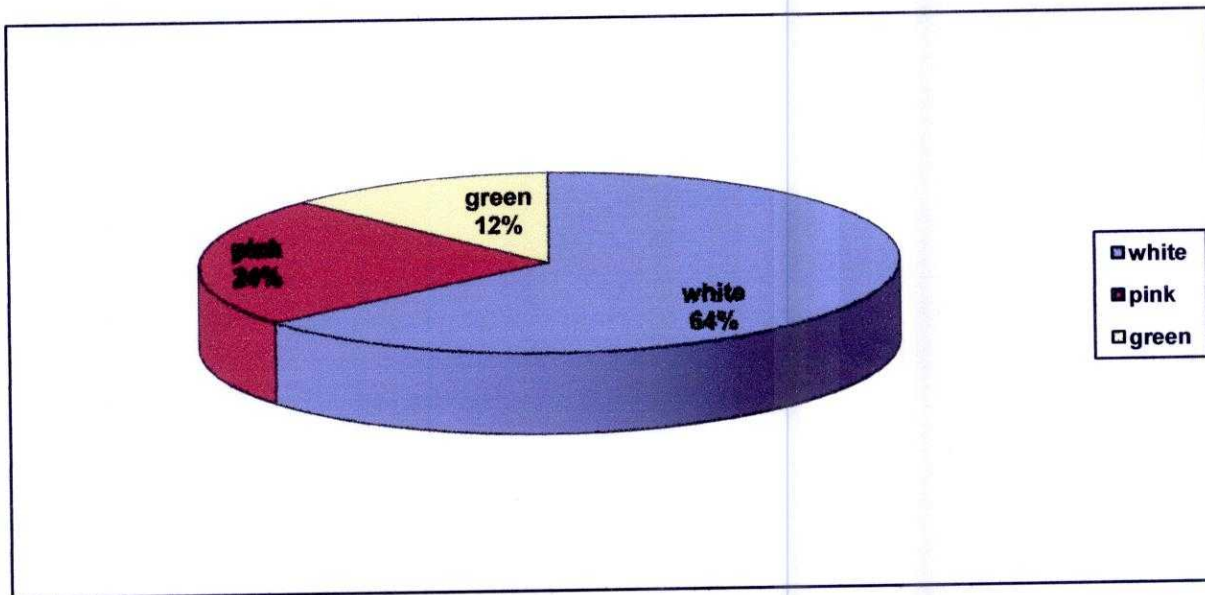
Majority (31%) assumes that Dove soap is a symbol of elegance because of its high quality, a bit higher price and selective distribution channels. The golden pigeon of the logo of Dove represents elegance. On the other hand, 5% use it just because of their personal fondness. They do not prefer Dove soap as their first choice, they just use it occasionally. By adding features according to personal fondness, such as endorsing celebrity, different color, colorful packaging can increase the frequency of purchase as well as retain the existing consumers.

Q.27 Is the fragrance of Dove attractive to you?



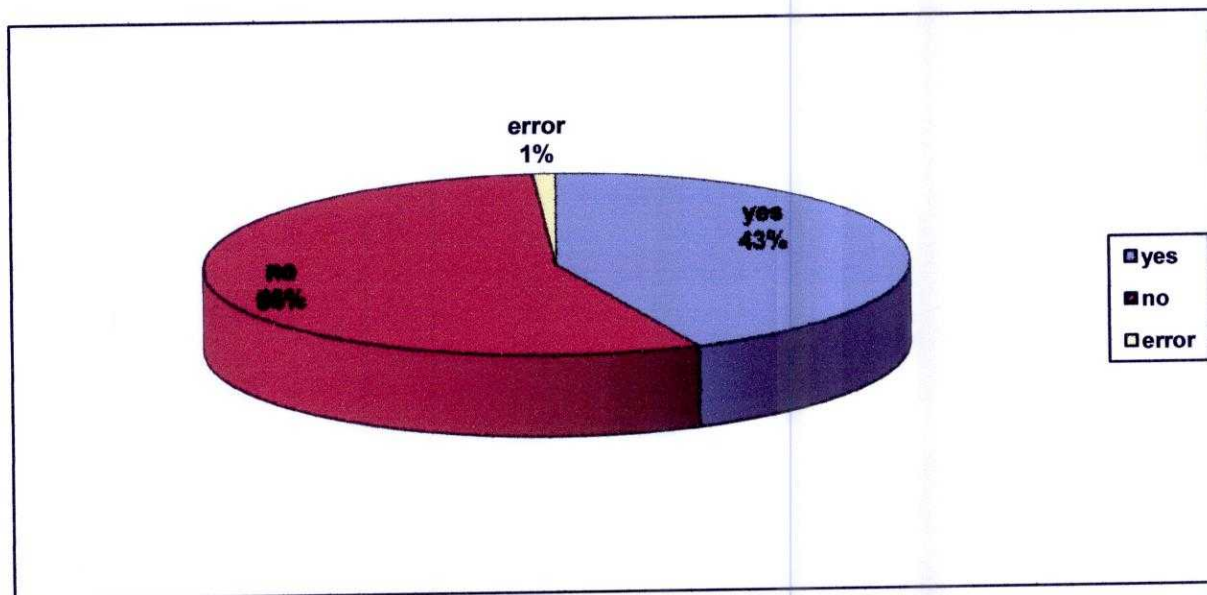
More than two third of the total respondents (77%) agree that the fragrance of Dove is preferable. Using of the less artificial perfume in the soap bar has made a perception that they use fewer chemicals. As we went to those people who have used Dove soap and are also using, if the fragrance was not attractive, they might not use it. Again, 22% thinks that the fragrance is very simple and not long lasting. They prefer deeper scent.

Q.27 (a) If yes, then which one you prefer most?



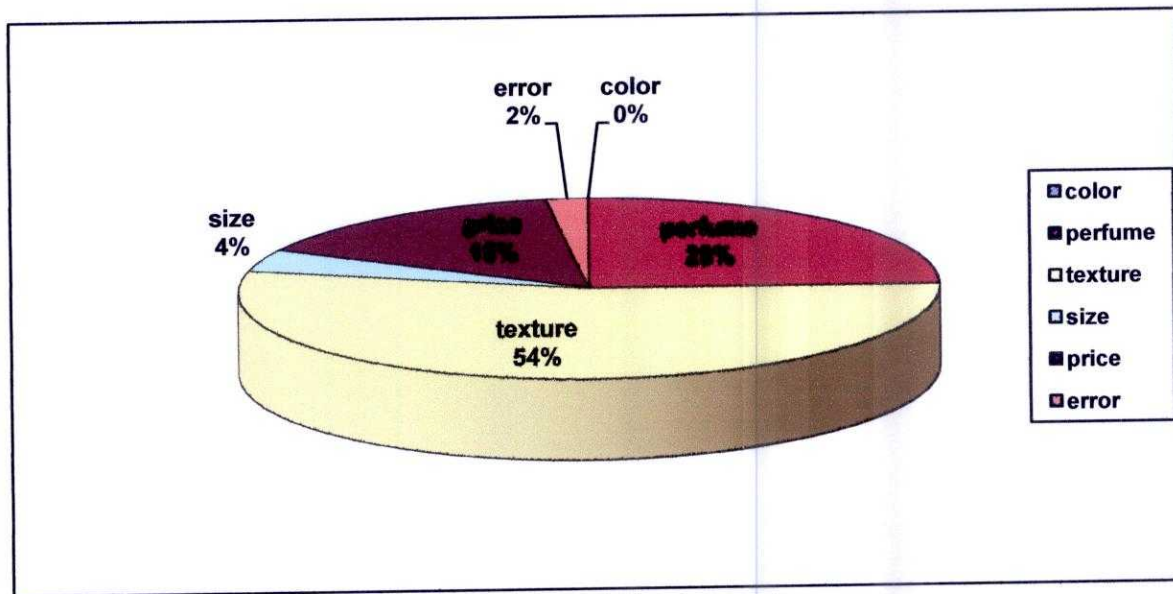
Those who like the fragrance, most of them (65%) like the white one as it is most refreshing. this is a perception of most of the people that the white one contains less color which is healthy for skin. The green one is preferred by least respondents (12%) as the cucumber fragrance does not attract the consumers much and also less advertising of green soap bar makes the customers reluctant to buy it. Thus Dove soap cannot increase the frequency of purchasing soap by existing consumers and also losing some of them.

Q.28. Do you think of switching to other soap right now?



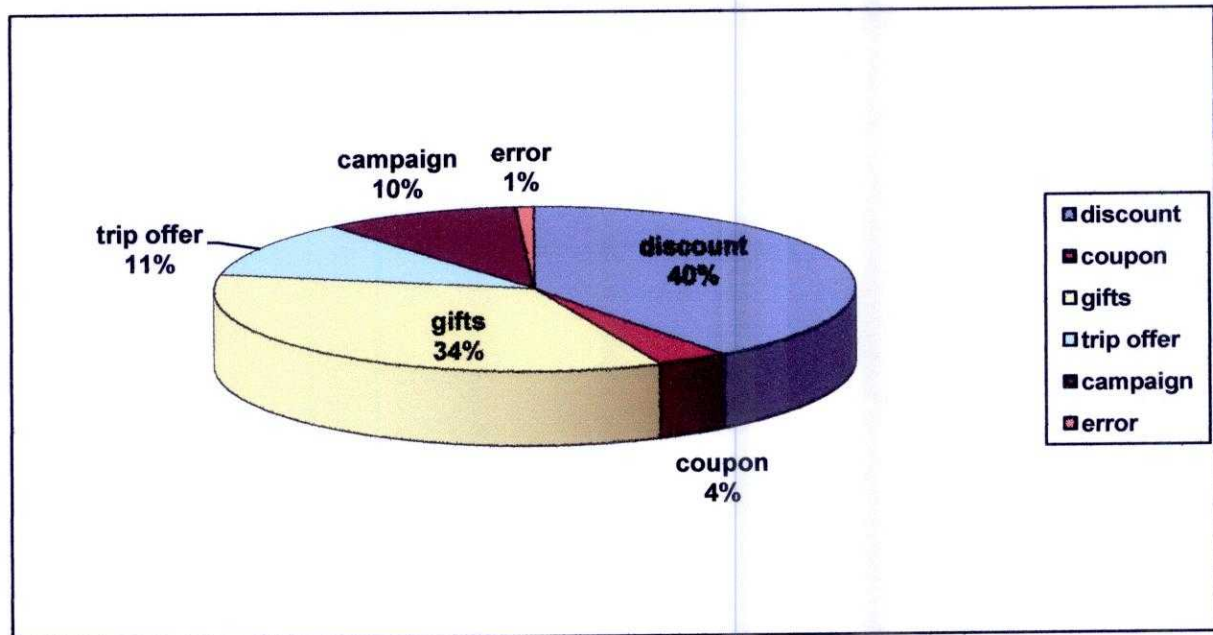
Least (43%) users are thinking to switch to other soaps (mentioned in ques.14) right now and 56%, that means majority are satisfied with the present Dove soap. Those who are not interested to switch to other soaps are the regular consumers of the soap and they found this soap appropriate for their skin. Those who are thinking of switching to other soaps indicated the reasons by the next question.

Q.28 (a) If yes, then please mention the reason- (you do not like)



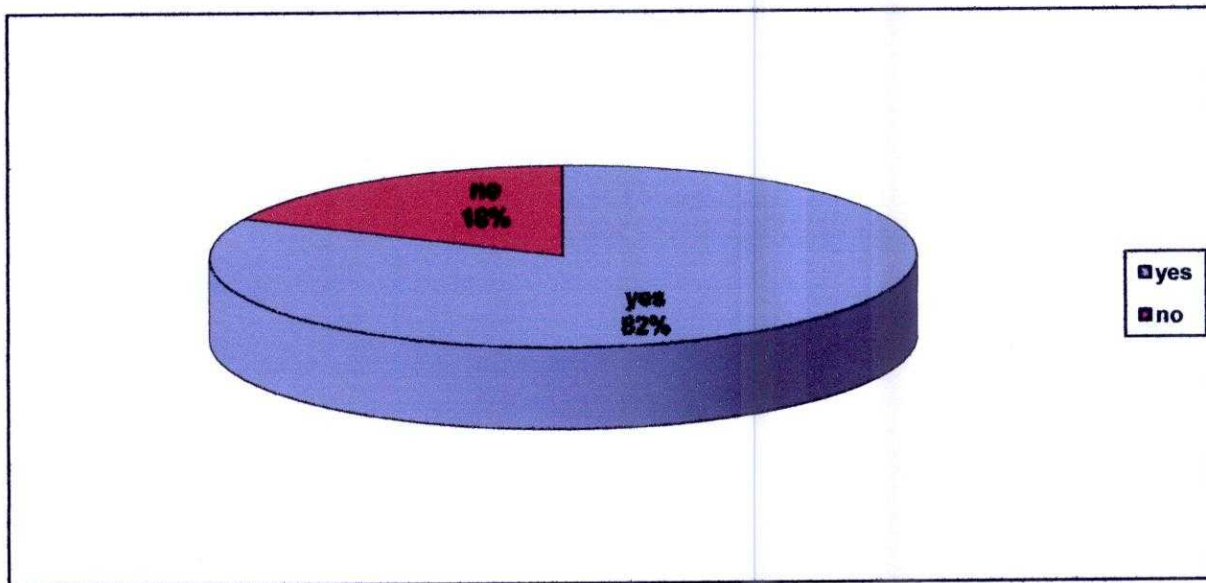
Those who are switching to other soap, the major issue they mentioned is the texture or leather. 54% thinks that the creamy and sticky texture of the soap cannot mitigate the need of all type of skin in all type of seasons. The weather of our country makes the soap melted easily. And also the texture of the soap is so oily that cannot match with the skin type of those who already have oily skin. Most of the people use this soap occasionally rather than daily use. As Dove soap is launched at USA for dry skin consumers and they did not adopt their product when they came in Asia, where dryness of skin is not a much of concern so the women have not chosen Dove soap to use at regular basis. So the frequency of consuming Dove soap is less. 4% did not like this big sized soap which is not comfortable in holding, also it melts before the whole bar get used.

Q.29. Which following promotional activities or, offer attracts you the most for purchasing soap?



Majority (39%) are willing to purchase Dove soap more if it offers discount. As this soap has a satisfying quality and great brand value, so many people will buy it if they get a certain discount. Our social economic condition influences us to get product when it gives discount. So by giving discount Dove can make a chance for new customers to get a trial of their product. On the other hand, coupon is not attractive to most of them as it shows uncertainty and people cannot keep track with these coupon and looking for prizes in their busy life.

Q.30 Do you think Dove should come up with more social activities?



As Dove did less social activities previously where other competitor soap brands(such as Lifebuoy, Dettol etc) came up with different health care activities; such as free doctors' / experts' advice, health campaign, providing beauty tips, 82% respondents think that Dove also has responsibility to introduce more social service. As most of the people of our country is not much conscious about their skin type, necessities of skin and ingredients which is actually healthy for skin, Dove should proceed with people awareness regarding skin care by doing social services to educate more the consumers. Thus they can influence the potential consumers as well as retain the existing customers. But 18% do not think that social responsibility is important rather they prefer quality product because they are already concern about their skin care.

➤ Further Comments from the respondents

In the question paper we have a box where anyone can comment about Dove. From the survey forms of the respondents we have got some comments that they shared with us. These comments have come up as recommendations not as fondness.

- It melts very quickly, does not long lasts- as Dove is very soft than other brands it does not sustain long in our weather.
- Too foamy, creamy, sticky- Dove's main ingredient is milk and they promote moisture which does not suit all here in our country.
- Soap for oily skin is needed- Dove represents soap for dry skin but consumers want customization of this product.
- Work for social welfare should be introduced- Dove has very limited business in Bangladesh and consumers think that they should go for social campaign to influence people on this brand.
- To see as a country product- Dove here is basically distributed by Unilever in a small manner where consumers want it as a locally produced one so they can argue on its price.
- More diversification in question of aroma, color and texture- Dove produce unscented soaps with very light color which is not attractive to consumers. They said that the scent can not be smelt after just few days of using the bar.
- mini pack of liquid soap can be introduced- as consumers are price sensitive one suggested that for minimizing the price they can resize the product
- Promotional activities can be introduced in hospitals, school, railway station, beauty parlor- it is as like as social welfare. As, Dove is not getting promoted here broadly it should start campaigning to influence people.

Chapter five

Discussion

This section talks about the wrapping of this paper. Here the discussion on overall findings we have seen previously and the further chance of this study has been discussed.

Contribution

This report has covered the customer preferences about Dove soap. It also talks about consumer mind in consumption, their ideas about brand. The background and literature review part contains a thoroughly discussion about soap industry inside and outside of the country. It also contains the overall development, industry size, market share and growth has done previously.

The reader can get a clear picture on the distribution of soap industry among different countries and also Bangladesh. The brief history of soap and industrialization process in Bangladesh has also been discussed. It discovered hot spots for the soap industry, figured out potential regions and cities suitable for investment, and identified the import and export followed by the marketers.

As the research is on Dove soap, it thoroughly covered all the information related to Dove soap. In Bangladesh there is no published report on Dove is present. Here besides the soap industry we have talked about Dove, its overall production, distribution, its features, segmentation. This research report mainly focused on the stagnant sales growth of Dove soap recently. As Dove is working hard to make their sales growth higher, so the obstacles in their path are identified and analyzed to make essential correction.

Every possible detail is covered here; such as what makes the customers switch to the other soap, how much they are concern about the price, how they get motivated to buy a specific soap, who decides what brand to buy, what are the additional feature/fragrance/initiatives are needed to

and the reasons for their success and drawbacks.

The research on Dove soap is actually done on its consumer. So, the organization even can get information from this report on sales of Dove and can find a way from the responses of respondents.

As in Bangladesh, this is the first report on Dove soap, so this report is not only contribute to the research firm of Unilever, but also the whole soap industry, as Dove soap is one of the leading soaps in the soap industry and the details of this soap will help Dove brand as well as the other researchers of other brand to get a clear idea about their production, maintenances, process and customers preferences.

Limitations

Because of some limitations we could not make our report fully as we intended. Time was very short, as we have 4 months semester and we got only two and half month to deal with this huge report consists of 100 respondents' opinions.

In case of sampling for the short time span we have to choose the nearby persons of us so that we can collect the data quickly.

Bangladesh has no developed websites for soap or any journal which creates problem to convey the exact condition of soap industry of Bangladesh. Proper information is very rare.

Besides, pressure of other courses and reports made us do this report in a rush. So some extended details or more accuracy could be added if we could get more time.

As no fund was available, so we had to do the whole research by ourselves. As respondents got nothing by solving our questionnaire, some of them were reluctant to fill it up. Because of fatigue of the respondents, a few of them did not fill up some options which we had to consider as data error.

online which could make our task a bit faster.

Future research direction

From this report anyone can get an idea about the whole soap industry, condition of Bangladesh, soap business and especially on Dove. As consumer research on Dove soap was never done in Bangladesh after it had launched, so this report will help the researchers who will work next on it by getting secondary data from it. We have used standardized data and information source to make this report acceptable. The questionnaire was approved by an expert and the information of the consumers is very latest. So, overall, its format, the questionnaire, data analysis and the visual diagrams will give them a clear guideline of doing report on soap in future and resourceful information will be found to do future research.

Conclusion

According to the respondents, the sales of Dove soap is not growing because of its high price, less diversified products, too creamy leather of the soap and less promotional activities in Bangladesh. Most of the consumers of Dove soap is taking this soap as an alternative one rather than being regular users of it. The frequent growth of their competitors in the market is also another reason for their stagnant situation. As Dove is manufactured abroad and distributed here without any adaptation, Dove cannot mitigate all of the necessities of consumers in Bangladesh. In order to retain the existing customers as well as to grab the attention of potential consumers, Dove should focus on this issue to make more profit.

Websites:

<http://www.chemtechsearch.com/Bangladesh/soap.asp>
<http://www.bangladesh-web.com/view.php?hidRecord=66389>
<http://www.studymode.com/subjects/analysis-of-dove-soap-in-india-page2.html>
<http://www.chemtechsearch.com/Bangladesh/soap.asp>
http://www.unilevernigeria.com/aboutus/newsandmedia/news/lux_number_one.aspx
<http://www.economist.com/node/21557815>
<http://unilever.freesevers.com/html/company/history.htm>
<http://link.springer.com/article/10.1007%2F02635113?LI=true>
http://www.unilever.com/aboutus/ourhistory/unilever_archives/
http://en.wikipedia.org/wiki/William_Hesketh_Lever
<http://unilever.freesevers.com/html/company/history.htm>
<http://www.reference.com/motif/history/history-of-dove-soap>
<http://www.dove.us/Social-Mission/Our-Vision/default.aspx>
<http://www.dove.ca/en/Products/Beauty-Bar/Dove-Beauty-Bar-White.aspx>
www.dove.in/en/Tips-Topics-and-Tools/Articles-and-Advice/default.aspx
<http://www.freepatentsonline.com/article/Abhigyan/286558353.html>
<http://www.slideshare.net/mou2311/lux-oligopoly-in-bangladesh#btnNext>

Articles:

- Product positioning: a study of soap industry in Dhaka city (Nazmul, Islam, Hossain & Chowdhury, 2012)
- Competition scenario of Bangladesh (Bangladesh Enterprise Institute, 2005)
- The Early History of the Soap Industry (Bosart, 1924)

Book:

Marketing research (Burns & Bush, 5th ed., 2012)

Appendices

- the approved question paper

Research Questionnaire

Dear respondents, We are the students of Marketing Research at BRAC Business School. We are surveying on market acceptance of Dove Soap. Your kind cooperation will help us to achieve this goal.

1. Name _____

2. Age: 15-20 21-30 31-40 40-50 50-60
 ☐ ☐ ☐ ☐ ☐

3. Occupation: _____

4. Education level: _____

5. Family: Joint Nuclear
 ☐ ☐

6. Monthly household income (approximate): _____

7. Do you use soaps for every bath/ shower: Yes No
 ☐ ☐

8. What do you use for shower?

Soap bar

☐

Liquid Soap

☐

9. How many bath soaps do you buy for your household every month?

1

☐

2

☐

3

☐

4

☐

5

☐

10. Who decides to buy the soap in the family?

11. Which is your first concern to purchase soap?

Color

☐

Perfume

☐

Size

☐

Moisture

☐

Brand name

☐

Other

☐

a. If others, then what?

12. Which kind of bath soaps do you like?

Foamy

☐

Milky

☐

Colored

☐

Glycerin

☐

Herbal

☐

13. What kind of perfume do you like your soap to have?

Floral

☐

Sandal

☐

Fruity

☐

Herbal

☐

14. What are the brands of soap, you are aware of?

Tibbet

☐

Lux

☐

Dettol

☐

Lifebuoy

☐

Dove

☐

Sandalina

☐

Meril

☐

Keya

☐

Irish Spring

☐

Palmolive

☐

15. Have you ever used Dove soap?

Yes

☐

No

☐

a. If yes, then which is the reason?

Perfume

☐

Color

☐

Foam

☐

Moisture

☐

Long Lasting

☐

Cost effective

☐

Hygienic

☐

Other

☐

If other, then specify

16. From which sources you get the information of Dove?

☐ ☐ ☐ ☐ ☐ ☐ ☐

If other, then _____

17. What is your frequency of purchasing Dove?

Weekly

☐

Half-monthly

☐

Monthly

☐

Semi Annually

☐

Annually

☐

18. Is it available in your nearby stores?

Yes

☐

No

☐

19. How many times do you use Dove soap in a day?

Once

☐

Twice

☐

Thrice

☐

More

☐

20. If Dove soap launches different size which one will be your preferable weight?

50gm

☐

100gm

☐

120gm

☐

135gm

☐

150gm

☐

170gm

☐

200gm

☐

Very low

☐

Low

☐

Average

☐

High

☐

Very high

☐

22. Do you think Dove can meet the need of every type of skin?

Yes

☐

No

☐

a. If no, then it is why?

Dry

☐

Creamy

☐

Sticky

☐

23. Can you remember any advertisement of Dove soap?

Yes

☐

No

☐

a. If yes, then mention which media it was-

TVC

☐

Newspaper

☐

Radio

☐

Billboard

☐

Campaign

☐

24. If Dove starts celebrity endorsement then do you think it will motivate you to use it more?

Yes

☐

No

☐

25. Do you think that packaging of Dove is attractive?

☐

No

☐

Refreshing

☐

Beauty

☐

Healthy

☐

Elegance

☐

Fondness

☐

No comment

☐

27. Is the fragrance of Dove attractive to you?

Yes

☐

No

☐

a. If yes, then which one you prefer most?

White

☐

Pink

☐

Green

☐

28. Do you think of switching to other soap right now?

Yes

☐

No

☐

a. If yes, then please mention the reason- (you do not like)

color

☐

perfume

☐

texture

☐

size

☐

price

☐

29. Which following promotional activities or, offer attracts you the most for purchasing soap?

Discount

☐

Coupon

☐

Gifts

☐

Trip offer

☐

Campaign

☐

Feel free to share any suggestion/ comment

Thank You for your valuable time!!

▪ Excel sheet of data analysis

Q. no	Ans. no	Response
1		
2		
	15-20	15
	21-30	64
	31-40	5
	41-50	13
	51-60	3
3		
	Student	75
	Housewife	16
	Service Holder	9
4		
	ssc/o'levels	7
	hsc/a'levels	5
	undergrad	67
	postgrad	21
5		
	Joint	19
	Nuclear	81
6		
	25k-50k	39

	75k-1lakh	14
	>1lakh	13
	error	12
7		
	yes	99
	no	1
8		
	soap bar	81
	liquid soap	22
9		
	one	6
	two	20
	three	21
	four	30
	five	23
10		
	own	37
	mother	48
	father	7
	others	8
	error	1
11		
	color	4
	perfume	27
	size	3
	moisture	39
	brand name	50
	other	2
	error	1
12		
	foamy	35
	milky	41
	colored	4
	glycerin	15
	herbal	13
13		
	floral	68
	sandal	20
	fruity	32
	herbal	13
14		
	Tibbet	48
	Lux	80
	Dettol	61
	Lifebuoy	59

	Sandalina	56
	Meril	44
	Keya	42
	Irish Spring	30
	Palmolive	49
15		
	yes	100
	no	0
15(a)		
	perfume	19
	color	8
	texture	11
	moisture	62
	long lasting	4
	cost effective	2
	hygienic	17
	other	6
16	Advertisement	73
	friends	26
	relatives	21
	neighbors	5
	retailers	3
	others	1
17		
	weekly	4
	half-monthly	15
	monthly	42
	semi-annually	21
	annually	16
	error	1
18		
	yes	87
	no	13
19		
	once	54
	twice	26
	thrice	11
	more	7
	error	3
20		
	50gm	8
	100gm	24
	120gm	16
	135gm	14
	150gm	20

	2009m	12
	error	2
21		
	very low	1
	low	1
	average	51
	high	38
	very high	9
22		
	yes	55
	no	44
	error	1
22(a)		
	dry	3
	creamy	31
	sticky	10
23		
	yes	91
	no	9
23(a)		
	TVC	81
	newspaper	12
	radio	1
	billboard	7
	campaign	1
	error	2
24		
	yes	45
	no	54
	error	1
25		
	yes	74
	no	26
26		
	refreshing	21
	beauty	19
	healthy	14
	elegance	35
	fondness	6
	nothing	18
27		
	yes	77
	no	22

	error	1
27(a)		
	white	52
	pink	19
	green	10
28	yes	43
	no	55
	error	1
28(a)		
	color	0
	perfume	13
	texture	28
	size	2
	price	8
	error	1
29		
	discount	44
	coupon	4
	gifts	38
	trip offer	12
	campaign	11
	error	1
30		
	yes	82
	no	18