

A STUDY ON BRAND LOYALTY FOR DOVE PRODUCTS

Submitted in partial fulfillment of the requirements for the award of

Bachelors of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

April – 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of V. NANDHINI (38280063) who have done the Project work entitled “A Study on Brand Loyalty for Dove Products” under my supervision from January 2021 to March 2021.

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V. NANDHINI

DECLARATION

I V. NANDHINI (38280063) hereby declare that the Project Report entitled A STUDY ON BRAND LOYALTY FOR DOVE PRODUCTS done by me under the guidance of Ms. M. Jayaseely is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

DATE: 30 MARCH 2021

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

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ABSTRACT

People have wanted to look and feel attractive since the earliest days of civilization. Archaeologists have found evidence of the use of cosmetics as far back as ancient Egypt and Greece. Today, in our image-obsessed world, taking care of one's personal appearance and demonstrating good hygiene are extremely important. Studies have shown that those who present a good personal image have a better chance of success in life—from finding a life partner to landing a job. The personal-care products industry aims to help people look better and feel better about themselves. It creates, manufactures, and sells personal-care, beauty, and hygiene products. The aim of this report is to provide an idea of what loyalty is how it can be achieved and why it is important for businesses. This report focuses on brand and store loyalty. Furthermore, it points out what customer satisfaction is and what it means to a business. It analyses the relation between customer satisfaction and customer loyalty. This study was based on questionnaire that was filled by informants and referencing to earlier research papers. Results and relevant findings reveal that brand loyalty has a great impact on the brand image and that people have mixed views on brand loyalty.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE STUDY

Competition in the globalization era is increasingly hard. The company that can survive is a company that has the ability to increase customer loyalty. Sustainable customer loyalty is the competitive advantage key for a company. Intense competition makes it difficult to increase the number of customers, enter new markets on the other hand also requires considerable cost. A research states that the cost needed to get new customers six times greater than the cost to retain customers. Therefore, company should focus on customer loyalty.

The aim of this report is to provide an idea of what loyalty is how it can be achieved and why it is important for businesses. This report focuses on brand and store loyalty. Furthermore, it points out what customer satisfaction is and what it means to a business. It analyses the relation between customer satisfaction and customer loyalty.

Loyalty is the regular repurchase of a brand or from a store, based on a commitment towards the specific brand or store (Neal, Quester & Hawkins 2002). A reason why marketers try to achieve customer loyalty is positive word-of-mouth advertising. A loyal customer is much more likely to practice positive word-of-mouth advertising than a merely satisfied customer (Schiffman, Bednall, Cowley, O'Cass, Watson & Kanuk 2001). Moreover, loyal customers are much less price-sensitive than switchers and thereby offer the company the possibility to sell their products at a higher price (Lawson, Tidwell, Rainbird, Loudon and Della Bitta 1996). Still, the main reason why it is important for marketers to achieve their customer's loyalty is the enormous difference between the costs of keeping a loyal customer and gaining a new one (Clopton, Stoddard & Clay 2001). Therefore, satisfaction, meaning that the performance of a product matches a customer's expectations towards it, is the main aim of marketing (Neal, Quester & Hawkins 2002) as it is fundamental to achieve customer loyalty (Hamilton 1997).

However, a satisfied customer is not necessarily a loyal customer (Shrake 1999). Brand loyalty is the commitment towards a particular brand leading to a repeated purchase of that brand (Solomon 1999). Different types of loyalty typologies exist and there are various purchase patterns according to which customers purchase a particular brand.

1.2 INDUSTRY PROFILE

People have wanted to look and feel attractive since the earliest days of civilization. Archaeologists have found evidence of the use of cosmetics as far back as ancient Egypt and Greece. Today, in our image-obsessed world, taking care of one's personal appearance and demonstrating good hygiene are extremely important. Studies have shown that those who present a good personal image have a better chance of success in life—from finding a life partner to landing a job.

The personal-care products industry aims to help people look better and feel better about themselves. It creates, manufactures, and sells personal-care, beauty, and hygiene products. Examples include cosmetics, toothpastes, sunscreen, razors, shaving cream, deodorant, soaps and other products for bathing, hair care products, skin care products, nail and cuticle care products, fitness products (such as specialized running shoes and supports and braces), and many other items.

Worldwide, the personal-care industry generates more than \$488 billion in annual retail sales, according to the Personal Care Products Council, a trade association for the cosmetics and personal-care products industry.

The cosmetics and personal care industry are one of the fastest growing consumer products sectors in India with a strong potential for foreign companies. The personal care and cosmetics sector in India has shown continues strong growth, with increasing shelf space in retail stores and boutiques in India, stocking cosmetics from around the world.

Many international brands like Revlon (the first international cosmetics brand to enter India in the midinnetes), Avon, Burberrys, Calvin Klein, Christian Dior, Estee Lauder, L'Oréal, Max factor, Max Mara, Body Shop, Maybelline New York, MAC, Bobbi Brown and many more have been present in India for an extensive period of time. The top three players in the Indian market are international players, namely

Hindustan Unilever, Colgate-Palmolive India and L'Oréal India. The other prominent international players with a strong presence in the Indian market include Gillette India, Johnson & Johnson (India), Reckitt Benckiser (India) and Procter & Gamble Home Products. Domestic players were catching up over the review period with the emergence of the trends towards natural, herbal and Ayurvedic products. Prominent domestic players include Godrej Consumer Products, Dabur India, Marico, Wipro Consumer Care & Lighting, Emani and Patanjali Ayurved.

1.3 COMPANY PROFILE

Dove is a personal care brand owned by Unilever originating in the United States. Dove products are manufactured in Argentina, Australia, Bangladesh, Bulgaria, Brazil, Canada, China, Egypt, Germany, Hong Kong, India, Indonesia, Iran, Israel, Ireland, Japan, Mexico, Netherlands, Pakistan, Philippines, Poland, South Africa, South Korea, Thailand, Turkey, Russia and the United States. It is the No.1 Dermatologist recommended brand for body wash, bars, antiperspirants and deodorants in US today. The products are sold in more than 150 countries and are offered for both women, men, and babies. Dove's logo is silhouette profile of the brand's namesake bird. Vincent Lamberti was granted the original patents related to the manufacturing of Dove in the 1950s, while he worked for Lever Brothers. According to Forbes, Dove is ranked 7th top brands based on Brand Value.

1.3.1 Product Lines

The various products provided by the brand include antiperspirants/deodorants, body washes, beauty bars, lotions/moisturizers, hair care, or facial care products.

Dove is primarily made from synthetic surfactants, vegetable oils (such as palm kernel) and salts of animal fats (tallow). In some countries, Dove is derived from tallow, and for this reason it is not considered vegan, unlike vegetable oil based soaps.

Unilever launched a men's toiletries range in January 2010, branded "Dove Men + Care". In November 2013, Steve Bell of Macon, Georgia, won the Dove Men + Care Hair "King of the Castle Home Upgrade" contest, receiving a home upgrade and consultation with Jonathan Scott of *Property Brothers*.

1.3.2 History

Dove, 50 years ago, it was a beauty bar offering a revolutionary new formula containing 1/4 cleansing cream. It went beyond mere "soap" to enhance the American woman's beauty. Today it is a global master brand with products ranging from the original beauty bar to facial foam, to deodorant to shampoo. Its latest campaign sets out to widen and redefine the perception of beauty, to make a positive contribution to women's self-esteem all over the world. Dubbed "Product X" in early 1953, the Dove beauty bar was a new product in a trifecta of Lever Brothers accounts hard-won by David Ogilvy, then a young ad exec for Hewitt, Ogilvy, Benson & Mather, Inc. While Lever Bros. announced HOB&M's appointment as the agency for their new product in June of '53, it wasn't until 1955 that the first advertising ran and the message: "1/4 Cleansing Cream" along with Dove's other standard messaging was developed. And, even though beauty trends and the representation of women have changed throughout the decades, the consistency of Dove's and David Ogilvy's original messages: "1/4 Cleansing Cream"; "Dove Won't Dry Your Skin Like Soap Can"; "Dove is Good for Your Skin" is still selling the brand today. So, in 2005, we celebrate 50 years of Dove's relationship with women. Dove has evolved as a brand in the most revolutionary time in women's history. The body of work not only shows the evolution of Dove as a brand, it also shows how the attitudes of women and their role in society has changed in the past 50 years.

1950s

DOVE PRIMARY MESSAGING DEVELOPED

When David Ogilvy started working with Lever on Dove, he relentlessly interrogated the product people for a point of difference. He discovered that stearic acid, the more technical name for "cleansing cream", was the key ingredient on Dove. In 1955, the Dove beauty bar was launched as a 8 superior product with a real demonstrable point of difference. At first, the media plan mainly consisted of newspaper "split runs" in various local markets. Television, the era's "new media", was debated as the appropriate medium for Dove. But television eventually was incorporated into the media plan and became a powerful way to broadcast Dove's messaging. The work produced in the 50s also shows David Ogilvy's experiments with different television production conventions.

1960s

SPOKESPEOPLE/CELEBRITY APPEARANCES

There were many hidden gems in Dove's early advertising, among them celebrity endorsements. Dove was endorsed by everyone from Groucho Marx, to the dancers on American Bandstand, to the cast Father Knows Best. FACE TESTS Late in the 1950s, research was conducted which concluded the face was the gold standard in skin care. So, from 1959-1968, Dove advertising focused on the face and introduced the use of the "Dove Face Test", still using the original strategic focus of "Doesn't Dry Like Soap" and "1/4 Cleansing Cream". In the late '60s, "real" women testimonials were used for the first time to advertise Dove. More women heard Dove's promise, more women tried it -- and were converted.

1970s

TESTIMONIALS

The use of real women proved to be so strong it was decided the vehicle of the Face Test wasn't needed. The use of real women, with their stories, continued the strategic focus on Dove's non-drying benefit.

THE "LIZ" SPOTS

The "Liz" spots are an extension of the Face Test put in context with "Liz", the trusted owner of a beauty salon. When her customers complain of dry skin, Liz demonstrates the Dove difference.

LATE 1970's - "7 DAY TEST"

The communication of Dove's non-drying effect on skin was further strengthened by a return to real women and the introduction of the "7 Day Test" in the late '70s.

MISCELLANEOUS

There were some one-off spots which did not speak in the voice Dove had adopted by the early 70s but were good examples of the transition of women's roles: in one, she's throwing a hip dinner-party with swinging guests, yet the copy reads: Somewhere between the vacuum cleaner and the kitchen sink.

1980s

ONE WOMAN TESTIMONIALS FOR 7 DAYS

In the late 1980s, the advertising evolved to the use of one woman, who not only talked about the benefits of Dove on her skin but also what it did for her self-esteem. A charismatic and memorable beauty named Jean Shyjoyfully shared her discovery of Dove's benefits with television viewers. And Dove's "Conviction of Users" real-women testimonial campaign was born. The Conviction of Users campaign, along with the Medical Program, drove the Dove Bar to its first double digit share - - and market leadership in the US.

1990s

In 1989, Dove was launched in Italy using the "Conviction of Users" campaign, as well as the Medical Program. Successful test markets in France, Germany and Austria followed in 1990. In 1991, Dove began its global roll-out. Between 1991 and 1994, Dove was launched in 55 new countries.

THE CAMPAIGN FOR REAL BEAUTY

The "Real Curves" campaign led to the "Campaign for Real Beauty". CFRB is based on redefining society's pre-set definitions of "beauty". It aims to change the status quo and offer in its place a broader, healthier, more democratic view of beauty. Built around the web, print and outdoor, the campaign offers no product placement, just Dove's philosophy behind women, beauty and self-esteem.

1.3.3 Evolution

Dove is Unilever's biggest personal care brand, and certainly one of the group's most high-profile brands in recent years, as the result of a clever marketing campaign that has consistently generated headlines and accolades since 2004. Originally positioned in the 1990s as a rival to P&G's Olay, Dove has since moved into less directly competitive markets such as deodorant and haircare, and has established a unique niche as arguably the beauty industry's most down-to-earth, or "real" master brand. In 2012, Kantar's Brandz ranking placed Dove as the world's 4th most valuable personal care brand, with an estimated value of \$4.7bn. The less widely accepted Brand Finance ranking of beauty products ranked it #7 with a value of \$5.0bn. Both researchers use widely different criteria in their measurements.

Dove's sales were around E3bn globally in 2011, according to figures released by Unilever at the end of that year, and the brand is available in around 100 countries worldwide. Growth has been rapid and dynamic over the past 20 years. At the start of the 1990s, the brand existed only as a soap bar in the US. In 1991, thanks to several years of relentless and aggressive marketing, Dove propelled Unilever into the position of the #1 bar soap manufacturer in the US, toppling Procter & Gamble. Over the next ten years, Unilever progressively rolled the brand out worldwide, introducing a host of spin-off products. The steepest growth occurred between 1998 and 2002 with the launch of Dove branded deodorants and haircare products, and a massive global rollout. In 2002 alone, 12 for example, the Dove haircare range was introduced in 31 new countries around the globe. Sales topped E1bn in 2000, and E2bn three years later. The Dove brand now serves as an umbrella for products in four main groups - bar & bodywash, deodorants, skincare lotions and haircare - and more than 100 different lines including facial wipes, firming lotions, shampoos, body washes, anti-ageing cleansers, skin nourishing treatments, underarm deodorant, and several varieties of bar soap. The main Dove brand has also given rise to a set of spin-off ranges such as Dove Firming (to reduce the appearance of cellulite), Dove Silk (a moisturizing range containing pure silk), Dove Fresh Touch, Dove Pro-Age (for "mature" skin and hair), and Dove Summer Glow (with self-tanning agents), launched at the end of 2006. In particular, Dove has attacked segments already dominated by other manufacturers, such as facial skincare, haircare and deodorants. This has led to an escalating rivalry with Procter & Gamble's Olay and Johnson & Johnson's Neutrogena. Both those products have reciprocated with their own rolling series of brand extensions. In 2001 the group introduced Dove anti-perspirants in the US, and a shampoo and conditioner line in Asia. Dove haircare products arrived in the US in late 2002, backed with a \$110 marketing launch, as well as 30 other countries around the globe. In 2003, the company launched Dove Essential Nutrients facial and body moisturizers in the US market, with a further \$50m of spend. A new line of Dove for Men products was launched in 2010, and Dove Hair Damage Therapy in 2011. Dove remains the leading bar and liquid soap brand in the US, and the clear market leader in body wash with around 24% share. However, Olay remains the leader in facial skincare and moisturizers. It was quicker to spin off new products in the early 1990s, and 13

as a result the full Olay range outsells the Dove range in the US, although Dove is bigger in the global market. Olay leads by a small margin in the body wash category, although its lead is much reduced since the mid-1990s. Dove's top five markets in 2002 were the US, Japan, UK, Korea and Brazil. Around 60% of combined sales were generated by Dove cleansing products, with the remaining revenues more or less equally split between hair, deodorant and care products. [see Unilever's Dove Report 2002 for more]. According to Advertising Age/TNS figures, Dove has been Unilever's highest spending brand in the US for several years, with measured media expenditure in 2011 of almost \$188m, more than three times any other group brand, and representing more than a quarter of the group's total measured ad spend. The brand's marketing, presented under the banner of Campaign for Real Beauty, and conceived by Ogilvy & Mather, has generated headlines and accolades around the world. For the UK launch of Dove Body Firming in 2004, for example, Ogilvy recruited a group of real women with normal, non-supermodel shapes and persuaded them to strip down to underwear for the cameras. The resulting posters were enormously popular, and were adapted locally for each international market. The same concept has been extended across the other products in the range. In 2006, promotional film *Evolution*, created by Ogilvy Canada, generated considerable media attention for the brand and went on to win a Grand Prix in the film category at the 2007 Cannes Lions advertising festival. A follow-up, *Onslaught*, was less well received.

In 2008, the brand was again the subject of unflattering headlines after comments in an interview with a celebrated photographic artist who had worked on elements of the campaign were misrepresented to suggest that images of the real beauty women had been retouched. This was strongly denied by all concerned with the ads. Later in 2008, there were reports that, despite the huge volumes of PR associated with "real beauty", it had not led to a proportionate increase in sales. Mid-year, Unilever was said to be considering a change in its marketing to focus once again on the core product values rather than a more indirect emotional message. Instead, the "real beauty" concept has evolved into a campaign to support self-esteem among girls and younger women through charitable initiatives. One of the more high-profile recent initiatives was the 2012 launch of *The Dove Ad Makeover*, an online campaign originated by Ogilvy in Australia and the UK, to

crowd out Facebook ads that prey on women's insecurities with Dove-sponsored "feel good" messages. In early 2009, Unilever began exploring a new strategy in China, where the "real beauty" concept had never caught consumer interest. The group acquired local rights to the format of American comedy series Ugly Betty, and remade it for Chinese television (as "Ugly Wudi") with heavy product placement of Dove and other group brands. The creation of a new advertising campaign for the Dove brand was a key plot point running through several episodes. There were signs by mid-2007 that Dove's rapid growth had begun to slow dramatically in the US. According to figures from researcher Information Resources, US 15 sales rose only just over 1% in the year to August 2007, compared to growth of 12.5% and over 10% for the two previous periods. Additional launches as well as heavy promotional spending prompted what appears to have been a new surge in sales, certainly in the US, in 2011. According to figures from Symphony IRI, combined US sales for the 52 weeks to Oct 2011 rose by almost 10% year-on-year to nearly \$690m.

1.3.4 Logo



The Dove symbol was created by Ian Brignell. Brignell is known as the author of quite a few logotypes, from Budweiser to Smirnoff, from Coors Banquet to Western. He specializes in lettering, logo, and font design. The shape of the symbol reflects the bird associated with Dove's brand. A company that stands for peace, gentleness, and purity through their variety of classic toiletries.

1.4 NEED FOR THE STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer experience base for the product. This time research methodology is framed for the purpose of finding the level of customer satisfaction and changing trends of the customer expectations.

The purpose of this paper is to focus on establishing individuals' levels of loyalty and what sustains and develops their customer loyalty. This paper recognizes the importance customer loyalty has for many competitive organizations and industries.

1.5 SCOPE OF THE STUDY

The study aims to understand the importance of consumer loyalty and its contributions to the growth of business.

1.6 OBJECTIVES OF STUDY

- To understand and determine the level of consumer loyalty for Dove products.
- To analyze the reason for having/being brand loyal.
- To determine the most influencing factor in the purchase of Dove products.
- To study the satisfaction of consumers towards Dove products.
- To identify the reason for usage of the products.
- To determine the trust of consumers on the brand.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

The purpose of this literature review is to critically evaluate which research has been published in the area of brand attachment and brand loyalty in order to enhance the understanding of the proposed research question and objectives and to clarify them further. In addition to that, the literature review serves to discover research approaches and strategies which may be useful for the proposed research, to get a good insight into current opinions on the topic and to find recommendations for further research.

2.2 REVIEW OF LITERATURE

Lindsay Morel (2009)

The following thesis aims to evaluate the effectiveness of the Dove Campaign for Real Beauty. The problem is that of measuring the effectiveness of the Dove Campaign for Real Beauty in a form deeper than numbers. As the campaign held a secondary goal of changing women's perceptions of beauty, so should the evaluation. Thus, two measures will be employed. First, the following thesis evaluates the campaigns effect on society by examining how the issue of beauty at large was and is communicated. Data was collected on beauty by drawing from experience, researching eating disorders, and exploring a feminist approach to the underlying causes of dissatisfaction with appearances. Second, it evaluates its effect on the brand by exploring the use of cause marketing as a tool to increase sales. Data includes research on the best ways, times and methods to use cause marketing. A deep description of the campaign itself is included to showcase the ways in which Dove paired with advertising agency Ogilvy to communicate its message. Included are subjective interpretations of the reasons for which each set of ads in the campaign were launched and public evaluations via blogs, interviews, and statistics.

Jessica Dieny (2015)

This study analyses the Dove Real Beauty Campaign including branding successes and failures, corporate responsibilities, and the evolution of the brand development and management through a two-way symmetrical model. It analyses the DRBC from a marketing and public relations perspective as well as a women's and gender studies perspective. Dove's Real Beauty Campaign sprung from the idea that all women are beautiful and it sought to change the status quo by showing the natural physical variation embodied by all women and inspire a broader, healthier, more democratic view of beauty. As the power of the Dove Real Beauty initiative appears to be fizzling out with its current diluted advertising, it nonetheless was a ground-breaking, revolutionary campaign that was successful in ushering in a new age of female empowerment. Dove exemplified the advantages, disadvantages, and overwhelming responsibility that came with a "real beauty" social marketing campaign. The study ultimately serves as an educational tool for the fields of marketing, public relations, and women's and gender studies.

Rachana Chaurasiya (2015)

This study provides a complete analysis of the Dove beauty brand. Dove's success cannot be attributed solely to what Dove has done, but also to how Dove has done it. From beauty bar to global master brand, from optimizing women's beauty to redefining beauty's parameters, Dove's legacy is far-reaching and truly global. 50 years later, Dove has maintained its core messaging, while changing with cultural and generational perceptions of beauty. No matter where they are in the world, Dove's quality ingredients and products give women one thing they want -- the confidence to let their inner beauty shine through. As the mother in one of the testimonials said, "If you look good, you feel good. If you feel good, you do good." If Dove can make more women feel good about their beauty, then it is making a powerful contribution to women the world over.

Grace Abou Zeid (2010)

The purpose of this study is to probe deeper into the methods of verbal grammar in the multimodal text in the field of advertisement. This study was based on Dove' advertisements, and on a related questionnaire that was filled by informants. Results and relevant findings reveal that language in advertisements has an enormous

impact on consumers' behavior.

Dove's success cannot be attributed solely to what Dove has done, but also to how Dove has done it. From beauty bar to global Masterbrand, from optimizing women's beauty to redefining beauty's parameters, Dove's legacy is far-reaching and truly global. 50 years later, Dove has maintained its core messaging, while changing with cultural and generational perceptions of beauty. No matter where they are in the world, Dove's quality ingredients and products give women one thing they want -- the confidence to let their inner beauty shine through. As the mother in one of the testimonials said, "If you look good, you feel good. If you feel good, you do good." If Dove can make more women feel good about their beauty, then it is making a powerful contribution to women the world over.

Reshma M Nath (2012)

This project analyses the demand and usage of Dove shampoo by the common people. The product is more popular among high class and upper middleclass people. Competing with home products like Sunsilk, Clinic Plus etc., they target women of all ages. Supply of dove shampoo has seen a number of changes in the recent years. With increase production from the Hindustan Unilever according to more demand the price of Dove is more. Dove shampoo is one of the pioneer shampoos in India. Due to this the number of consumers in the market has increased rapidly, which leads to increase in supply. This shampoo is doing prestige market pricing. In economics, if demand for a certain product is greater, then the price will be higher. Larger companies benefited from the economics of the scale; they are able to produce materials in bulk, have easier access to efficient transport available in more markets and can produce large volume of shampoo. This is a major factor why mass-produced shampoo is less expensive.

S.M. Tanvir Kabir et al. (2019)

Dove is a very successful brand of Unilever Bangladesh. The strategic business unit of Dove, and the 4p (marketing mix) of Dove communicates that Dove always tries to focus on their consumer, because Dove believes that everyone is beautiful and Dove is just increasing the potentiality and confidence among consumers through their product.

Urmee Rahman Silvee (2016)

The idea with which Dove has designed the aforementioned projects are not just beautiful but also comes out of a genuine concern for the community. Dove being a beauty product itself has redefined its philosophy in the market that is larger than life. The philosophies “You are beautiful the way you are” and “Ageing is beautiful” are timeless. With the help of cause marketing techniques, they reached out to their target audience about real beauty on an intimate level that surpasses the conventional idea of a branded product being not just another market offering but creating brand love and breathing life into it. It goes without saying that both men and women have been conscious about their looks. The conversations could have been given more depth if boys and men were included to participate as they too could have shared their take on the discussed issues. Men should actively be a part of such campaigns and should come forward in support of such positive conversations to reassure the women in their lives and help overcome beauty related anxieties and vice versa. Men are likely to have their fair share of insecurities and they should too be addressed with equal importance as well.

Marcel Gommans, Krish S. Krishnan, & Katrin B. Scheffold (2001) highlighted on the importance of building and maintaining customer loyalty in electronic marketplaces. They presented a conceptual framework of “e-loyalty” and its underlying drivers and shown their implications for e-marketing practice and future research directions.

Chung, K. K., Dongchul, H. and Seung-Bae, P. (2001) investigated the effect of brand personality on brand asset management through using the concept of consumers’ identification with a brand. They selected high-technology product, the cellular phone for study. A conceptual framework was developed to explain the effect of brand identification on brand loyalty. Study reveals brand identification had a direct effect on word-of-mouth reports and an indirect effect on brand loyalty.

Lau et al (2006) examined brand loyalty behavior on sportswear and key brand loyalty factors. They concluded that brand name, style, and promotion are the key brand factors which can distinguish hard-core loyal consumers and brand switchers. This study reveals that brand name and style have more influence on brand loyalty of hard-core loyal consumers, whereas promotion influences more on that of brand

switchers. Product quality, one of the factors of brand loyalty, is perceived by both groups as the most important factor affecting brand loyalty.

Caroline S.L. Tan (2008) carried out a study on Men's cosmetic in Japan to provide a generic snapshot of the application of sensory and emotional branding strategies in men's cosmetics. This study appears with both sensory and emotional branding strategies were not fully exploited by the brands and it reveals some non-sensorial factors and brand name behind the brand choice and preference. This study also highlighted on the relationship between culture and consumption pattern. Lahiri and Das (2011) appeared with an observation that customers of MLM brands are loyal than that of Non-MLM brands and factors behind selection of MLM brands are availability, quality, price and promotion.

Mr. Jyoti Pradhan & Dr. Devi Prasad Misra (2015)

The consumer brand loyalty is apparently decreasing in recent times, attributed to several factors, viz., sophisticated advertising appeals and heavy media support, similarity of products in form, content, price, communication, sales promotion tactics of mass displays, coupons, and price specials that appeal to consumer impulse buying, general fickle mindedness of consumers in buying behavior, growth of new products competing for shelf space and consumer attention. The reasons for variation in the degree of brand loyalty is an important area of study in the vast understanding of consumer behavior. These differences in brand loyalty are affected by demographic factors and studying the significance of demographic factors in determining brand loyalty may help the marketers in redesigning the marketing strategy.

Dr. (Mrs.) Kishori Jagdish Bhagat et al. (2018)

The study confirms the hypothesis which became the base of the study. The hypothesis was tested and could confirm that The Telecom Service Providers follow the procedural approach for satisfying the customers and taking measures towards CRM, but they fall short in detailed analytical study of the customers in managing the same. The ever-increasing competition in the global market and the shift in the focus from product to service industry; there is a sheer need to give the best to the customers. Traditionally, it was said that Customer is the King, and in today's era time and again it has proved that survive or perish and if one has to survive, they

should satisfy the customers. Customers' satisfaction and good relationship is the mantra for survival in the global village. To sustain, grow and capture the market the telecom service providers must know the customer touch points, concentrate on customer research to know their requirements and develop innovative and distinct customized plans instead of the general plans and services, to satisfy the customers and maintain proper Customer Relationship Management.

Sami Karna et al. (2004) has reviewed customer satisfaction in the Finnish construction industry. Several implications regarding customer satisfaction in the construction were drawn from the findings of the research. Customers were typically satisfied with the contractor's abilities to co-operate and the skills of contractor's workers and supervisors. However, low satisfaction could be found for the items related to quality assurance and handover: workability of handover material and maintenance manual, quality of assignment material, maintenance manual and repair of defects and deficiencies noticed during handover inspection.

Torbica & Stroh (2001) emphasize that the use of "soft" performance criteria, such as customer satisfaction, in construction is at an early evolutionary stage. The research literature has focused on satisfaction with consumer goods and services but a widely used measure of industrial customers satisfaction does not exist. A quality improvement effort will lead to a higher product and service quality, which will lead to improved customer satisfaction. Their study has confirmed that implementation of TQM is positively associated with homebuyer satisfaction, and it is the 3 "total offering" that generates the total degree of customer satisfaction.

Soetanto et al. (2001) recognizes the satisfactory performance of participants as a prerequisite to maintaining harmonious working relationships. They argue that satisfaction surveys provide information to project participants that can be used to help improve their performance. Results of their importance-performance analysis suggest that contractors need to improve their performance in most aspects of performance. In terms of criteria in need for improvement, both clients and architects considered completion of defects the priority.

Tikkanen and Alajoutsijarvi (2002) argue that measurement models in industrial markets are too simplistic and mechanistic to take into account the complexity of real-life. Thus, the creation of a common satisfaction: measurement and procedure

are important in construction, where projects organizations and collaborative relationships often are of a 'one-off' nature. In construction, the relationship between client and contractor constitutes a multilevel complex in which parties operate simultaneously and collaborate with in-groups of networks. Therefore, customer satisfaction in construction should be understood as a Relationship specific rather than a transaction specific construct.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

The research methodology used in this study is quantitative analysis. Quantitative analysis involves using a deductive approach to the relationship between theory and research, where the emphasis is placed on testing the theories. Quantitative analysis also incorporates common practices and norms of the natural science model and of positivism in particular. Quantitative analysis represents a view of social reality as an external objective reality.

3.2 RESEARCH DESIGN

The present study uses descriptive research design where data will be collected from the customers through questionnaire and then analyzed. The principal aim in employing descriptive research is to describe the nature of a situation as it exists at the time of the study and to explore the causes of particular phenomena.

3.3 SOURCES OF DATA

To study the objectives of the study, required data were collected from both primary as well as secondary sources.

3.3.1 Primary data:

$\frac{3}{4}$ of the primary data was collected through multiple-choice questionnaires. Questionnaire has been given to the respondents (about 150 participants of both genders); and answered questionnaires were collected back.

3.3.2 Secondary data:

The secondary data was obtained through various journals, articles, websites and research papers.

3.4 STRUCTURE OF QUESTIONNAIRE

The questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about the brand and consumer loyalty.

3.5 SAMPLING TECHNIQUE

The study uses convenience sampling method. It is the most commonly used sampling technique as it is incredibly prompt, uncomplicated, and economical. It is collected from conveniently available respondents.

3.6 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021, which is a three-month study.

3.7 ANALYTICAL TOOLS

Percentage Analysis

The analytical tool used for this study is percentage analysis. Percentage analysis shows that entire population on terms of percentage. It reveals the number of belonging in the particular category of the number of people preferring a particular thing in terms of percentage. In this study, the number of people who responded in a particular manner is interpreted in forms of percentage. Each table has been calculated on the basis of percentage.

3.8 LIMITATIONS OF THE STUDY

The study is an opinion survey. Caution may have to be exercised while extending the result to other areas. Due to time constriction, only 150 respondents were considered. The result depends completely on the information given by the respondents which may be biased.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 Percentage analysis

Table 4.1.1 Gender of respondents

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Male	62	40
2	Female	93	60
TOTAL		155	100

Source: Primary data

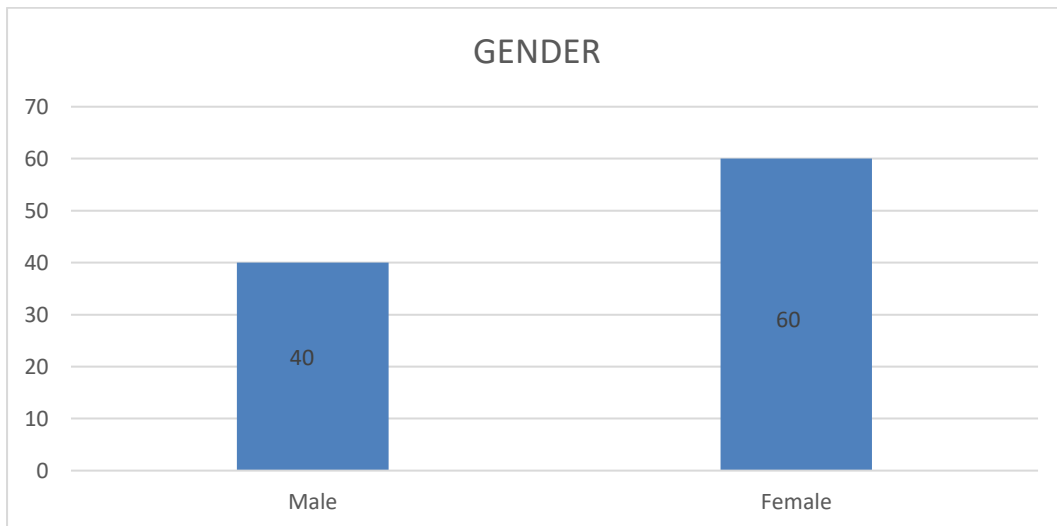


Chart 4.1.1 Gender of the respondents

Interpretation

From the above table, it is interpreted that the percentage of male respondents is 40 and the female respondents is 60.

Inference

Majority (60%) of the consumers are female.

Table 4.1.2 Age of the respondents

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	18-25	123	79.3
2	26-30	24	15.5
3	31-40	Nil	0
4	Above 40	8	5.2
TOTAL		155	100

Source: Primary data

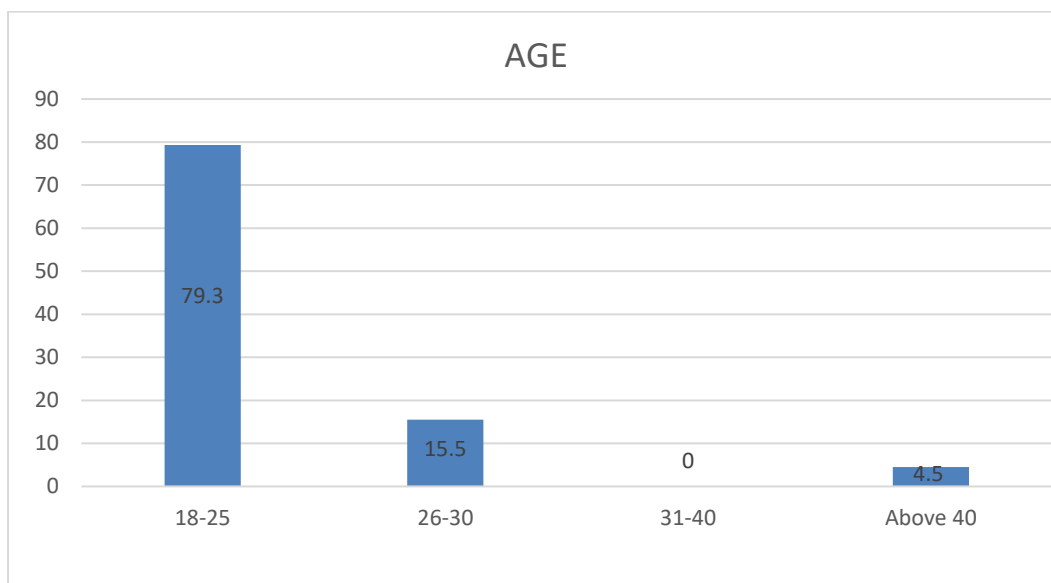


Chart 4.1.2 Age of respondents

Interpretation

From the above table it is interpreted that out of 155 responses, the number of respondents between 18 to 25 years of age is 79.3%, between 26 to 30 years of age is 15.5%, 31 to 40 years of age is 0 and above 40 years of age is 4.5%.

Inference

Majority (79.3%) of the respondents are between the age group 18 to 25.

Table 4.1.3 Period of usage

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Less than a year	74	47.7
2	1 to 3 years	42	27.2
3	3 to 5 years	27	17.4
4	More than 5 years	12	7.7
TOTAL		155	100

Source: Primary data

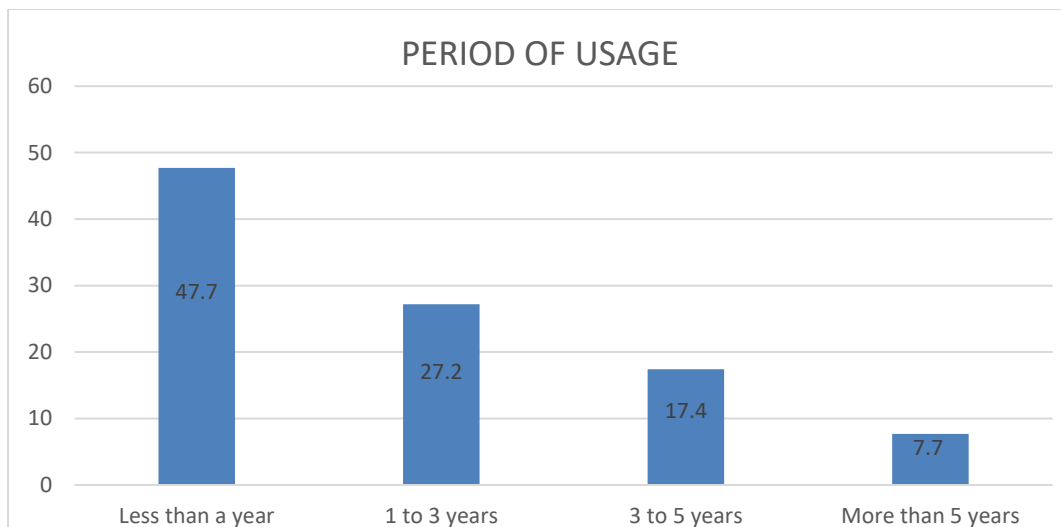


Chart 4.1.3 Period of usage

Interpretation

From the above table it is interpreted that 47.7% of the respondents have been using the product for less than a year, 27.2% have been using the product for 1 to 3 years, 17.4% have been using the product for 3 to 5 years and 7.7% have been using the product for more than 5 years.

Inference

Majority (47.7%) of the respondents have been using the product for less than a year.

Table 4.1.4 Most influencing factor of purchase

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Price	43	27.7
2	Packaging	27	17.4
3	Quantity	26	16.8
4	Quality	59	38.1
5	Other	0	0
TOTAL		155	100

Source: Primary data

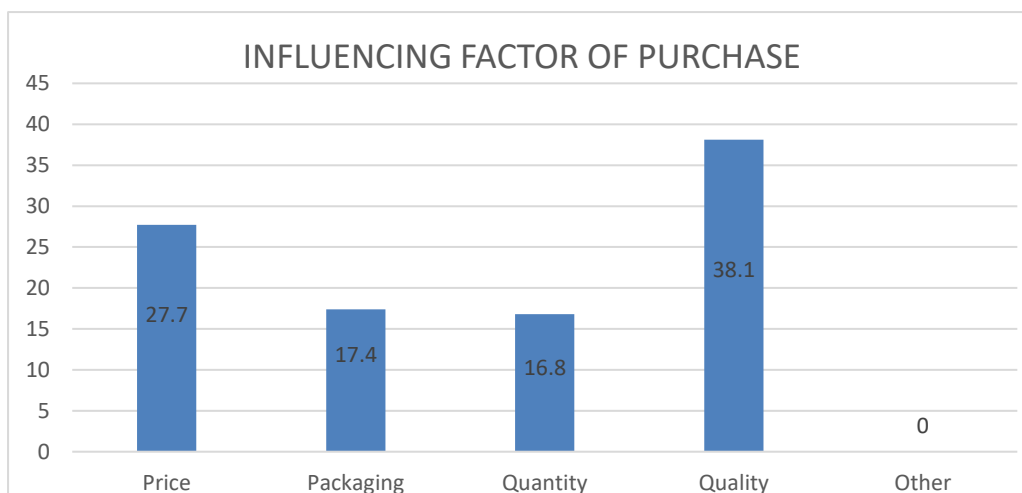


Chart 4.1.4 Most influencing factor of purchase

Interpretation

From the above table, it is interpreted that 27.7% of the respondents are influenced by the price of the product, 17.4% by the packaging of the product, 16.8% by the quantity of the product and 38.1% by the quality of the product for purchase.

Inference

Majority (38.1%) of the respondents are influenced by the quality of the product for its purchase.

Table 4.1.5 Product being used by the respondents

S.NO	PARTICULARS	NO. OF	PERCENTAGE
1	Soap	86	55.40%
2	Shampoo	33	21.70%
3	Body Wash	5	3.20%
4	Body Cream	1	0.60%
5	Body Lotion	2	1.20%
6	Self-Tan	0	0
7	Hand Cream	1	0.60%
8	Deodorant	2	1.20%
9	Conditioner	20	12.90%
10	Male Grooming	5	3.20%
11	Other	0	0
TOTAL		155	100

Source: Primary data

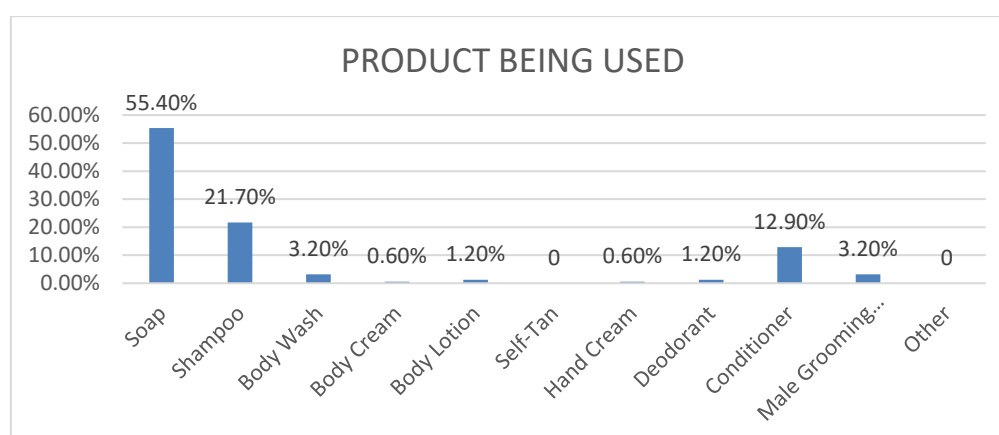


Chart 4.1.5 Product being used by the respondents

Interpretation

From the above table, it is interpreted that 55.4% of the respondents use soap, 21.7% use shampoo, 3.2% use body wash, 0.6% use bath cream, 1.2% use body lotion, 0.6% use hand cream, 1.2% use deodorant, 12.9% use conditioner and 3.2% use male grooming products.

Inference

Majority (55.4%) of the respondents use Dove soap.

Table 4.1.6 Factors affecting brand choice of the respondents

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Price	33	21.60%
2	Quantity	3	1.90%
3	Quality	18	11.60%
4	Brand Loyalty	57	36.60%
5	Packaging	9	5.80%
6	Skin Sensitivity	28	18%
7	Product itself	7	4.50%
8	Other	0	0
TOTAL		155	100

Source: Primary data

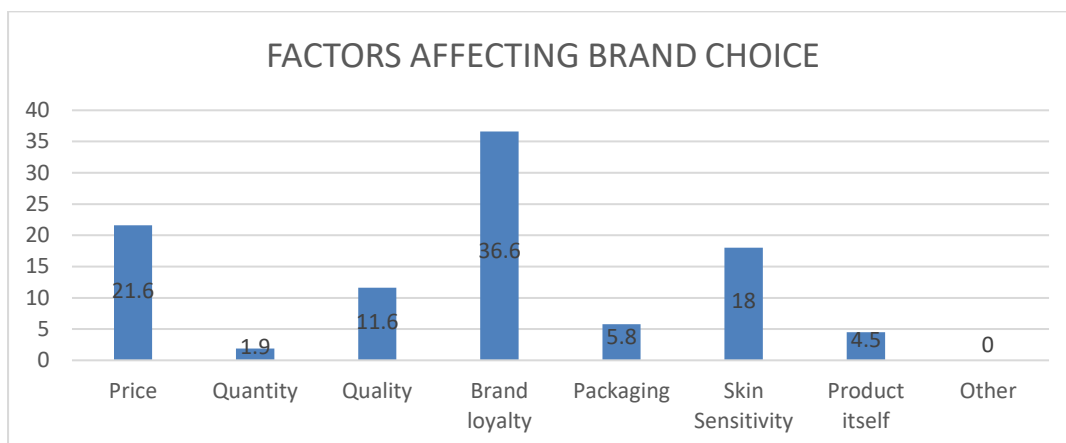


Chart 4.1.6 Factors affecting brand choice of the respondents

Interpretation

From the above table, it is interpreted that brand choice is affected by price for 21.6%, by quantity for 1.9%, by quality for 11.6%, by brand loyalty for 36.6%, by packaging for 5.8%, by skin sensitivity for 18% and by the product itself for 4.5%.

Inference

Majority (36.6%) of the respondents' brand choice is affected by brand loyalty.

Table 4.1.7 Frequency of purchase by the respondents

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Frequently	83	53.5
2	Not so often	52	33.5
3	Rarely	20	13
TOTAL		155	100

Source: Primary data

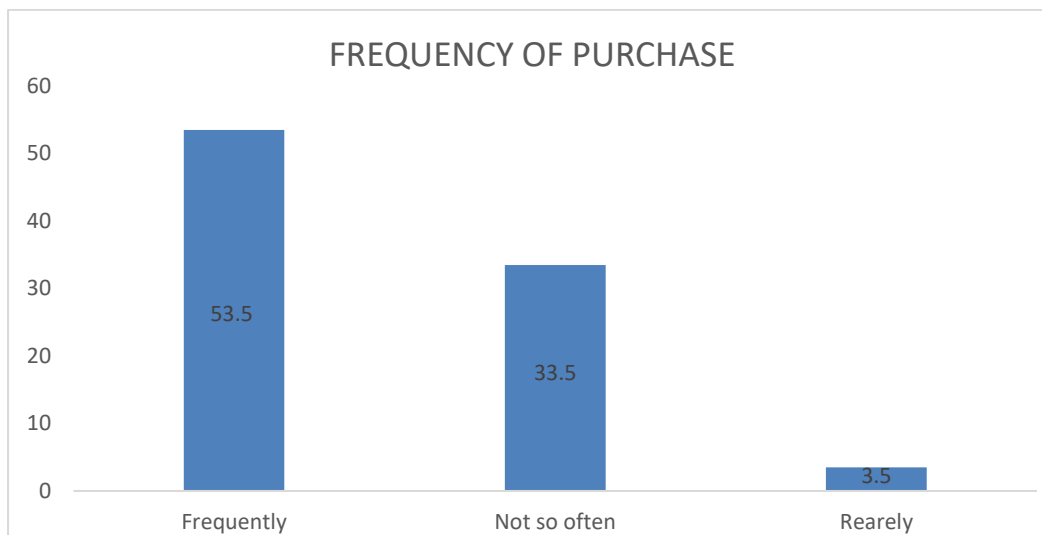


Chart 4.1.7 Frequency of purchase

Interpretation

From the above table, it is interpreted that 53.5% of the respondents purchase the product frequently, 33.5% of the respondents do not purchase the product often, and 3.5% of the respondents purchase the product rarely.

Inference

Majority (53.5%) of the respondents purchase the product frequently.

Table 4.1.8 Possibility to switch brands

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Strongly Agree	9	5.80%
2	Agree	12	7.70%
3	Neutral	17	11%
4	Disagree	69	44.50%
5	Strongly disagree	48	31%
TOTAL		155	100

Source: Primary data

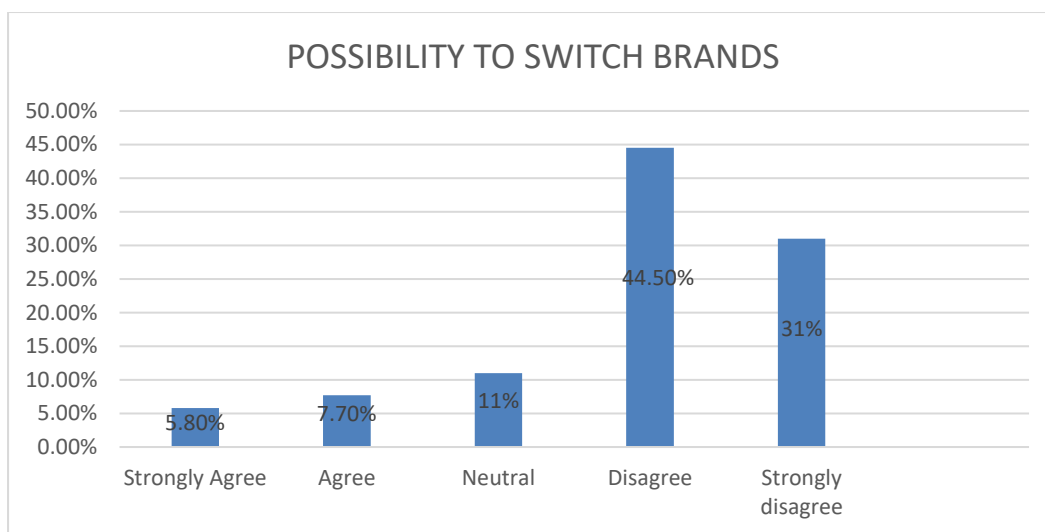


Chart 4.1.8 Possibility to switch brands

Interpretation

From the above table it can be interpreted that if an alternative brand was sold with more convenient features 5.8% of the respondents are most likely to switch brands, 7.7% agree to switch brands, 11% may or may not switch the brand, 44.5% disagree to switch brands and 31% strongly disagree to switch the brand.

Inference

Majority (44.5%) of the respondents strongly disagree to switch brands.

Table 4.1.9 Level of satisfaction of the respondents

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	15	9.70%
2	Satisfied	17	11%
3	Neither satisfied	45	29%
4	Dissatisfied	48	31%
5	Highly dissatisfied	30	19.30%
TOTAL		155	100

Source: Primary data

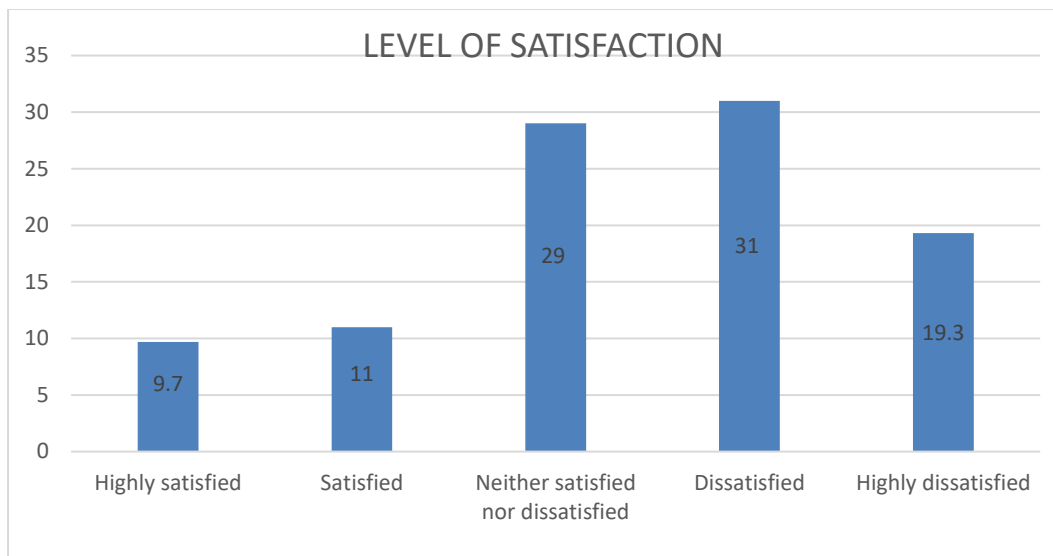


Chart 4.1.9 Level of satisfaction of the respondents

Interpretation

From the above table, it is interpreted that 9.7% of the respondents are highly satisfied with the brand, 11% are moderately satisfied, 29% are neither satisfied nor dissatisfied, 31% are dissatisfied and 19.3% highly dissatisfied with the brand.

Inference

Majority (31%) of the respondents are dissatisfied.

Table 4.1.10 Trust and reliability of respondents on the brand

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Highly reliable	15	9.60%
2	Moderately	17	11%
3	Neither trustable	65	41.90%
4	Not reliable	41	26.50%
5	Highly	17	11%
TOTAL		155	100

Source: Primary data

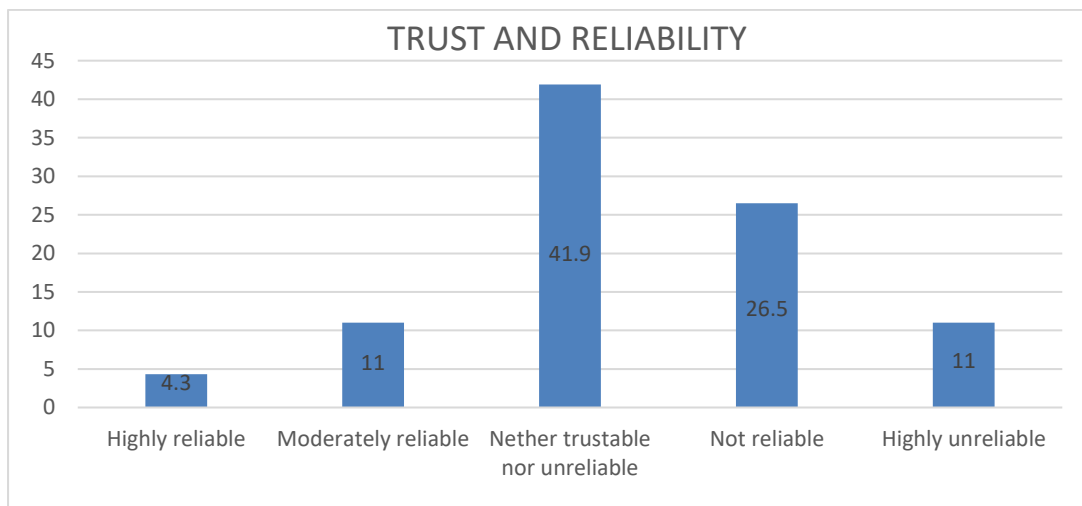


Chart 4.1.10 Trust and reliability of respondents on the brand

Interpretation

From the above table, it is interpreted that 4.3% of the respondents believe that the brand is highly reliable, 11% believe that the brand is moderately reliable, 41.9% believe that the brand is neither trustable nor unreliable, 26.5% believe that the brand is not reliable and 11% believe that the brand is highly unreliable.

Inference

Majority (41.9%) of the respondents believe that the brand is neither trustable nor unreliable.

Table 4.1.11 Likability of recommendation to colleagues

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Highly recommendable	14	9%
2	Moderately	26	32.90%
3	Neither recommendable	45	29%
4	Unrecommendable	51	16.80%
5	Highly	19	12.30%
TOTAL		155	100

Source: Primary data

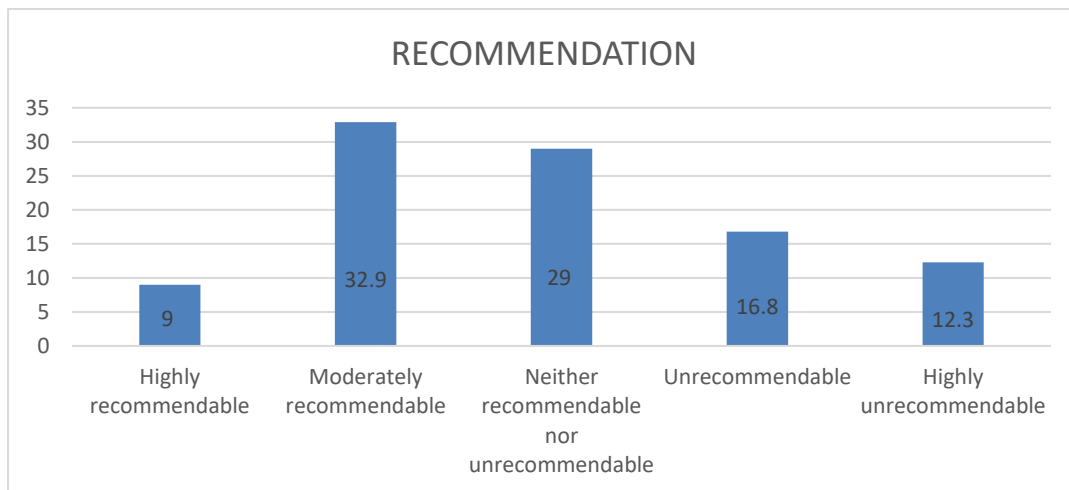


Chart 4.1.11 Likability of recommendation to colleagues

Interpretation

From the above table, it is interpreted that 9% of the respondents believe that the brand is highly recommendable, 32.9% believe it is moderately recommendable, 29% believe that it is neither recommendable nor unrecommendable, 16.8% believe that it is unrecommendable and 12.3% believe that it is highly unrecommendable.

Inference

Majority (32.9%) of the respondents believe that the brand is moderately recommendable.

Table 4.1.12 Brand value

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Highly valuable	16	10.30%
2	Moderately	46	29.60%
3	Neither valuable	61	39.40%
4	Unvaluable	19	12.30%
5	Highly unvaluable	13	8.40%
TOTAL		155	100

Source: Primary data

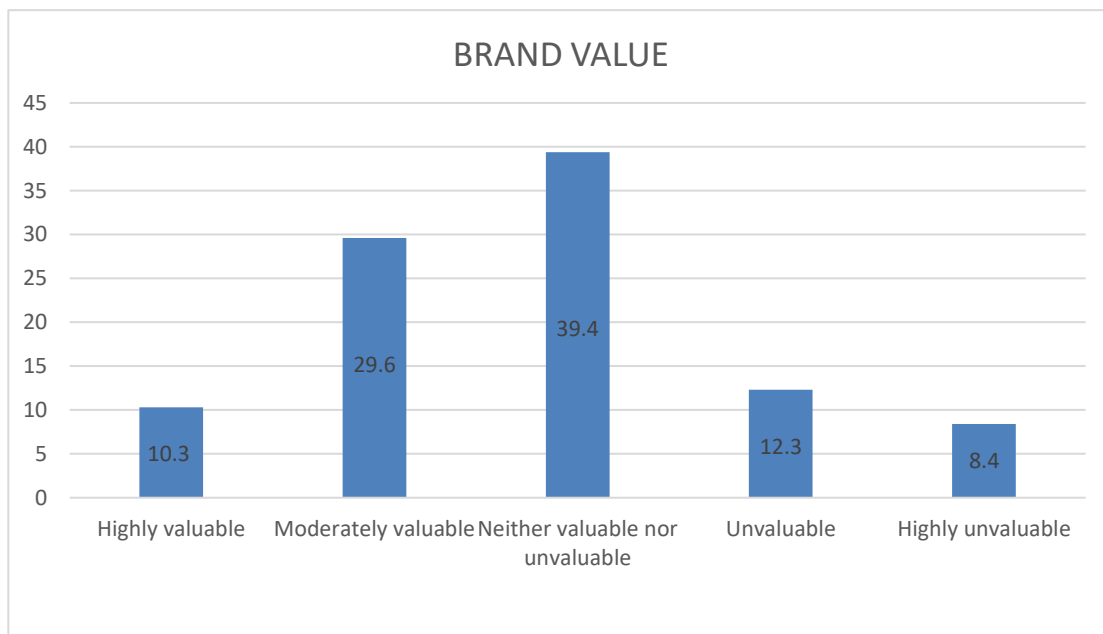


Chart 4.1.12 Brand value

Interpretation

From the above table, it is interpreted that to 10.3% of the respondents the brand is highly valuable, to 29.6% it is moderately valuable, to 39.4% it is neither valuable nor unvaluable, to 12.3% it is unvaluable and to 8.4% it is highly unvaluable

Inference

Majority (39.4%) of the respondents have mixed feelings about the value of the brand.

Table 4.1.13 Loyalty of respondents towards the brand

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Highly loyal	56	36.30%
2	Loyal	34	21.90%
3	Not so loyal	29	18.70%
4	Disloyal	23	14.80%
5	Highly disloyal	13	8.30%
TOTAL		155	100

Source: Primary data

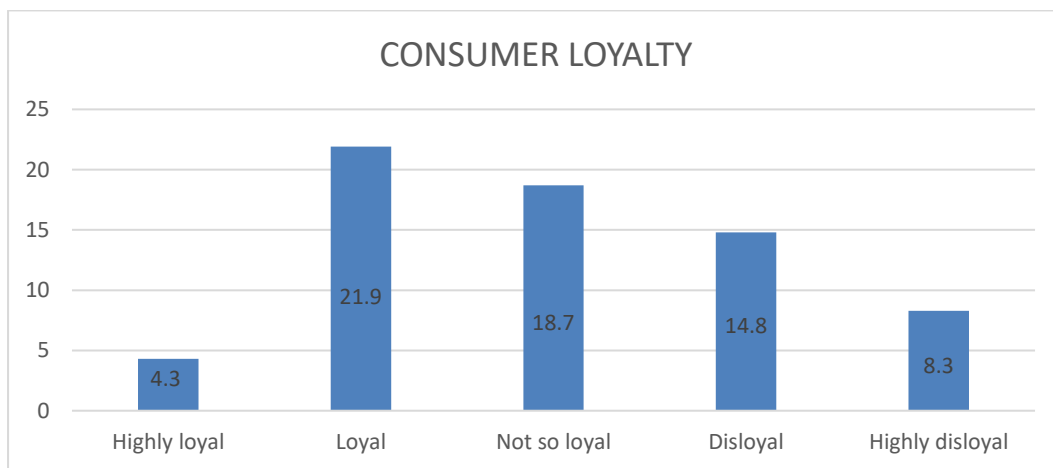


Chart 4.1.13 Loyalty of respondents towards the brand

Interpretation

From the above table, it is interpreted that 4.3% of the respondents are highly loyal, 21.9% are moderately loyal, 18.7% of the respondents are not so loyal, 14.8% are disloyal and 8.3% are highly disloyal.

Inference

Majority (21.9%) of the respondents are loyal consumers.

CHAPTER 5

5.1 FINDINGS

- Majority (60%) of the consumers are female.
- Majority (79.3%) of the respondents are between the age group 18 to 25.
- Majority (47.7%) of the respondents have been using the product for less than a year.
- Majority (38.1%) of the respondents are influenced by the quality of the product for its purchase.
- Majority (55.4%) of the respondents use Dove soap.
- Majority (36.6%) of the respondents' brand choice is affected by brand loyalty.
- Majority (53.5%) of the respondents purchase the product frequently.
- Majority (44.5%) of the respondents strongly disagree to switch brands.
- Majority (31%) of the respondents are dissatisfied with the brand.
- Majority (32.9%) of the respondents believe that the brand is moderately recommendable.
- Majority (39.4%) of the respondents have mixed feelings about the value of the brand.
- Majority (21.9%) of the respondents are loyal consumers.

5.2 SUGGESTIONS

This study identifies how effectively demographics factors like gender, age, education and occupation had an impact on consumer brand loyalty. Based on the research findings Companies may change their marketing-mix programs for marketing of their goods. For a brand to establish itself in India and enhance brand loyalty, a marketer needs to educate consumers, develop their interest through interactive communication and build confidence in the brand through live demonstrations and post-purchase engagement with consumers. It is essential for an organization to conduct a regular, timely, sensitive, comprehensive, and integrated day-to-day management surveys of

customer satisfaction / dissatisfaction in order to understand customers' feelings, identify the reasons of overall satisfaction change, and adjust products and services accordingly. The switching costs must be created by providing unique and valuable solutions for customers' problems or rewarding loyalty directly through specific incentives and advantages. In addition to these, it should be noted that, the brand loyalty can only be achieved through a strong brand positioning which means creating and managing a brand's 'unique, credible, sustainable, and valued place in the customer's minds' and 'it revolves around a benefit that helps the product or service stand apart from the competition'. All these measures help building long-term relationships vis-à-vis brand loyalty.

5.3 CONCLUSION

The consumer brand loyalty is apparently decreasing in recent times, attributed to several factors, viz., sophisticated advertising appeals and heavy media support, similarity of products in form, content, price, communication, sales promotion tactics of mass displays, coupons, and price specials that appeal to consumer impulse buying, general fickle mindedness of consumers in buying behaviour, growth of new products competing for shelf space and consumer attention. The reasons for variation in the degree of brand loyalty is an important area of study in the vast understanding of consumer behaviour. These differences in brand loyalty are affected by demographic factors and studying the significance of demographic factors in determining brand loyalty may help the marketers in redesigning the marketing strategy to increase brand loyalty for their products which has several benefits to the marketers and the organizations.

APPENDIX (Questionnaire)

1) Name

2) Gender

- a. Male
- b. Female
- c. Transgender
- d. Others

3) Age

- a. 18-25
- b. 25-30
- c. 30-40
- d. Above 40

4) How long have you been using the product?

- a. Less than a year
- b. 1 to 3 years
- c. 3 to 5 years
- d. 5 to 10 years
- e. 10 years or more

5) Factor that influenced you or might influence you to purchase a Dove Product.

- a. Price

- b. Packaging
- c. Quantity
- d. Quality
- e. Other

6) Which product of Dove do you use?

- a. Soap
- b. Shampoo
- c. Body Wash
- d. Bath Cream
- e. Body Lotion
- f. Self-Tan
- g. Hand Cream
- h. Deodorant
- i. Conditioner
- j. Male Grooming Products
- k. Other

7) Factors affecting your brand choice.

- a. Price
- b. Quantity
- c. Quality
- d. Brand Loyalty
- e. Packaging
- f. Skin Sensitivity
- g. Product itself (e.g., smell/colour)

h. Skin Technology

i. Other

8) How often do you purchase the product?

a. Frequently

b. Not so often

c. Rarely

9) How likely would it be for you to switch brands if an alternative brand was sold with more convenient features?

a. Strongly agree

b. Agree

c. Neutral

d. Disagree

e. Strongly disagree

10) State your level of satisfaction for Dove Products.

a. Highly satisfied

b. Moderately satisfied

c. Neither satisfied nor dissatisfied

d. Unsatisfied

e. Highly unsatisfied

11) How would you rate your trust for the brand?

a. Highly reliable

b. Moderately reliable

- c. Neither trustable nor unreliable
- d. Unreliable
- e. Highly unreliable

12) How likely would you recommend the brand to others?

- a. Highly recommendable
- b. Moderately recommendable
- c. Neither recommendable nor unrecommendable
- d. Unrecommendable
- e. Highly unrecommendable

13) How valuable is the brand or product to you?

- a. Highly valuable
- b. Moderately valuable
- c. Neither valuable nor unvaluable
- d. Unvaluable
- e. Highly unvaluable

14) How would you rate your loyalty for the brand?

- a. Highly loyal
- b. Loyal
- c. Not so loyal
- d. Disloyal
- e. Highly disloyal

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