



A Study on Customers Preference and Satisfaction towards Dove Shampoo

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ABSTRACT:

In an era of intense globalization, companies face fierce competition, requiring a strategic focus on customer preference and satisfaction to sustain a competitive edge. This report explores the significance of customer preference and satisfaction, particularly in the context of Dove products, and outlines key factors that influence them. Companies with the ability to enhance customer satisfaction can achieve a sustainable competitive advantage, as acquiring new customers is considerably more expensive than retaining existing ones. The report investigates the factors that drive customer preference for Dove products, such as product quality, brand reputation, scent, and skin benefits. Additionally, it examines the link between customer satisfaction and customer loyalty, emphasizing how feedback from surveys, reviews, and market research helps Dove align its products with customer expectations. This introduction provides a comprehensive overview of customer preference and satisfaction, highlighting their importance in business success and detailing the ways companies can maintain high levels of customer loyalty.

INTRODUCTION:

Competition in the globalization era is increasingly hard. The company that can survive is a company that has the ability to increase customer preference and satisfaction. Sustainable customer preference and satisfaction 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 preference and satisfaction. The aim of this report is to provide an idea of what customer preference and satisfaction is how it can be achieved and why it is important for businesses. This report focuses on customers preference and satisfaction towards dove product. 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. Customer preferences and satisfaction toward Dove products are influenced by factors like product quality, brand reputation, scent, and skin benefits. Surveys, reviews, and market research provide insights into consumer experiences, helping Dove tailor its products to meet customer expectations and maintain high satisfaction levels

OBJECTIVES:

- To study the preference of using Dove shampoo.

SCOPE OF STUDY:

This study explores factors shaping consumer choices for Dove Products, aiming to enhance understanding and inform strategies for product development and market competitiveness. Employing mixed-methods, it examines satisfaction, preferences, perceptions, and experiences to provide actionable insights for Dove's marketing mix elements.

STATEMENT OF THE PROBLEM:

The discovery of elevated levels of benzene in certain batches of Dove dry shampoos, along with other aerosol products manufactured by Unilever before October 2021, poses a critical health risk to consumers. Benzene exposure has been linked to serious health issues such as leukemia, blood cancer, and other life-threatening blood disorders.

LIMITATIONS OF THE STUDY:

- The study is dependent on primary data.

RESEARCH METHODOLOGY:

RESEARCH DESIGN:

This research is descriptive in nature

SAMPLE DESIGNING

AREA OF STUDY:

The area of study refers to the Coimbatore city.

DATA COLLECTION:

Both primary data and secondary data were collected for the purpose of the study.

STATISTICAL TOOLS APPLIED:

The data collected through this study was analyzed using the following tools,

- Simple Percentage analysis, ,
- Weighted average analysis

REVIEW OF LITERATURE:

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

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 11 with homebuyer satisfaction, and it is the 3 "total offering" that generates the total degree of customer satisfaction.

Soetanto et al. (2001) Recognize 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.

DOVE:

Dove is a personal care brand owned by unilever, a British consumer goods company. The products are sold in more than 150 countries and are offered for both women, men, babies and kids. Dove's logo is a silhouette profile of the brand's namesake bird. Vencent lamberti was granted the original patents related to the manufacturing of Dove in the 1950s, while he worked for lever brothers. Dove started its life in 1957 in the US, with the revolutionary new beauty cleansing bar. With its patented blend of mild cleansers and ¼ moisturising cream, Dove's iconic Beauty Bar rinses cleaner than soap, leaving skin clean, soft and smooth. It is the #1 dermatologist recommended brand in the US, Canada and France and strongly endorsed by dermatologists across the world.

For over 17 years, Dove has been working to make beauty a source of confidence, not anxiety. Beauty is not defined by shape, size or colour – it's authentic. Unique. Real. We invite all women to experience beauty on their own terms by engaging them with products that deliver superior care. But Dove care goes beyond our products. We care about all women, female-identifying and non-binary people. We want to redefine beauty standards and help everyone experience beauty and body image positively. We care about the future generation: helping girls build positive self-esteem through the Dove Self-Esteem Project, ensuring the world they enter is removed of toxic beauty standards. We care about how we make our products and what goes into them, about the impact we have on our planet and how we can strive for a better, more sustainable way of being

In the realm of personal care, Dove has emerged as a symbol of trust and quality. Its commitment to real beauty and genuine care extends beyond mere appearance, delving into the realms of self-confidence and empowerment. Among its array of products, Dove Shampoo stands out as an embodiment of this ethos, offering not just hair care but a holistic experience that nurtures both strands and spirits alike.

The Science of Nourishment:

At the core of Dove Shampoo lies a fusion of scientific innovation and natural goodness. Formulated with a blend of nourishing ingredients, it caters to diverse hair types, addressing specific needs with precision. Whether it's replenishing moisture, restoring strength, or enhancing volume, Dove Shampoo boasts a formulation tailored to deliver tangible results, backed by rigorous research and development.

Beyond the Bottle: Empowering Confidence:

However, Dove Shampoo transcends its utilitarian function; it serves as a catalyst for confidence. With each wash, it not only cleanses the hair but also uplifts the spirit. The delicate fragrance, the luxurious lather, and the silky texture evoke a sense of indulgence and self-care, fostering a moment of tranquility amidst the chaos of daily life. This ritual isn't just about cleansing; it's about self-love, reminding individuals of their inherent worth and beauty.

ANALYSIS AND INTERPRETATION:**SIMPLE PERCENTAGE ANALYSIS:****TABLE SHOWING QUANTITY PREFERENCE**

CATEGORY	FREQUENCY	PERCENTAGE
BOTTLE	69	46%
SACHET	54	36%
BAR SHAMPOO	27	18%
TOTAL	150	100%

(Sources primary data)

INTERPRETATION:

This table shows that 46% of respondents prefer shampoo in bottles, 36% of respondents prefer shampoo in sachet and 18% of respondents prefer bar shampoo.

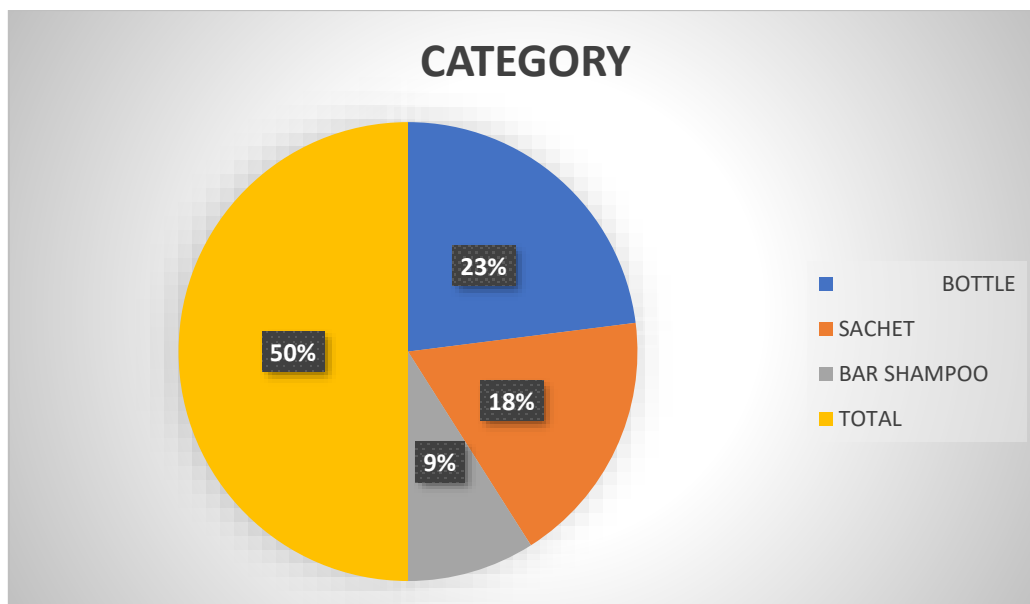
**WEIGHT AVERAGE PERCENTAGE:**

TABLE SHOWING PREFERENCE OF DOVE SHAMPOO

PREFERENCE	HIGHLY PREFERRED (4)	LESS PREFERRED (3)	NEUTRAL (2)	NOT EVEN PREFERRED (1)	TOTAL	WEIGHTED AVERAGE	RANK
PRICE	264	66	110	7	447	2.98	1
QUANTITY	96	156	130	9	391	2.60	3
QUALITY	100	96	120	33	349	2.32	4
AVAILABILITY	128	165	94	16	403	2.68	2
INGREDIENTS	88	72	88	60	308	2.05	5

INTERPRETATION

The table shows the preference for Dove shampoo. The majority number of the respondents chose price to be the major preference for Dove shampoo. Then they choose the availability as the second preference for Dove shampoo. Then quantity as their third preference for dove shampoo and quality to be next preference for dove shampoo and so on.

FINDINGS :**SIMPLE PERCENTAGE ANALYSIS:**

- Maximum of the respondents prefer shampoo in a bottle(46%).

WEIGHTED AVERAGE ANALYSIS:

• The table shows the preference for Dove shampoo. The majority number of the respondents chose price as rank 1. Then they choose the availability as Rank 2. Then quantity, Quality and Ingredients has their rank as 3, 4 and 5 respectively.

SUGGESTIONS:

- Dove can consider developing specialized products or formulations targeted towards addressing the concerns highlighted by respondents, such as hair fall prevention and frizz control. By aligning their product offerings with customer needs, Dove can strengthen its competitive position in the market
- Given that price is a significant factor in purchasing decisions, Dove can consider adjusting its pricing strategy to remain competitive while also ensuring that the perceived value of their products is maintained. This could involve offering promotions or discounts to attract price-conscious consumers without compromising on product quality

CONCLUSION:

Dove can focus its marketing efforts on addressing the identified concerns. Strategies could include targeted advertising campaigns, product development initiatives, and pricing adjustments to effectively meet consumer needs and preferences. Overall, the provided information underscores the importance of understanding consumer demographics, preferences, and behaviors in shaping effective marketing strategies and product offerings. By aligning its efforts with consumer insights, Dove can strengthen its brand positioning and maintain its competitiveness in the shampoo market.

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