



A CRITICAL STUDY ON ONLINE MARKETING: A REFERENCE TO DOVE PRODUCT & ITS PROS AND CONS IN NAGPUR URBAN MARKET

SAKSHI SHIVHARE

Assistant Professor

Prerna College of Commerce, Nagpur

(MS) INDIA

ABSTRACT

In this world of digitalization, a strong online marketing strategy will help you boost your business and create more prospective buyers. The trend of online marketing is growing day by day and because of this pandemic effect it has been growing its popularity exponentially. This paper aims to study the online marketing, analyse its pros and cons and strategies adopted by Dove brand due to the growing competition and changing consumer's needs and preferences. To capture the consumers at once innovation and creative marketing strategies must be adopted.

Keywords: Online marketing, Consumer's Needs and Preferences and Digitalization

INTRODUCTION

Online marketing is used for promoting goods and services through the internet. Brands are built on the basis of quality and trust of the people. But in the 21st century it is equally important for brands to impact our society in a positive way. While mostly every brand contributes for Corporate Social Responsibility it is equally important for a brand to establish a connect with the society which promotes new age thinking of equality, building confidence etc. The new innovative ways of reaching out to our customer using online marketing is very important.

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Online business has taken an upward trend in economy or we can say it's the need of an hour. With the help of online marketing, people are able to operate their business from their home itself. Online marketing is the only way to reach prospective customers as internet is now available to every corner of the world. Buying products online has nowadays become a trend and buying products through online gives in return some kind benefits in the nature like discount coupons. To attract more and more consumers businessmen or entrepreneur are spending much on designing online marketing.

In today era every brand even dove is using online marketing tool for promoting its products. Dove brand is connecting with society because of its emotional content shown in the advertisement. Take for example the "Dove Self-Esteem Project" which talks about building confidence among their customers facing Bullying (students in schools), women (facing patriarchal society) so on and so forth. Their tagline for the campaign catches the eye of everybody which is "*Every body is beautiful*". Campaign such as #StopTheBeautyTest etc.

About Dove:

Dove is a personal care brand for men, women and babies which is owned by Unilever and it has place of origin in the United States. Dove products are manufactured in various countries. The products are sold in more than 150 countries Dove's logo is a silhouette profile of the brand's namesake bird. Vincent Lamberti was granted the original patents related to the manufacturing of Dove in the 1950s, while he worked for Lever Brothers.

Research Work:

Research is study of already studied data in a creative, innovative and in systematic manner. Present research is a study of Online Marketing of Dove Products in urban area of Nagpur it also tries to critically analyse the pros and cons of Online marketing of Dove Products. While it is believable that Dove has one of the best Online Marketing strategy, the present study deep dives into if their online campaigns are creating the market it desires.

Data Collection:

The present study is based on primary as well as secondary data.

- Primary Data
- Secondary Data

Sample size: The questionnaire form has been submitted to 60 respondents out of that 56 responded.



Scope of the study: Covering the whole population of urban India was beyond the time and cost resources. Therefore the scope of the study was kept limited. I have covered the Nagpur urban market.

Objectives:

- To study the impact of Online Marketing on customers.
- To identify the pros of the online marketing of the Dove Products.
- How to improve the Cons of online marketing of Dove Products.

Review of Literature

Historical Background:

The origin of Internet date backs to Cold war and technological competition between the US and USSR. It is a fact that ‘World Wide Web’ was created in 1991, but its inception dates back to 1957 when the Soviet Union prepared and launched the Sputnik I Satellite (Dickey and Lewis, 2011:2). In reaction to the launch of Soviet Union’s Satellite the US established a department of Defence Advanced Research Project Agency DARPA in short. DARPA in 1960s launched an experimental project of computer networks known as ARPANET, which we now know as Internet. The contribution of Internet to Science is no secret to the world and by the late 1980s the internet was being used by many educational institutions and government worldwide. (Ferguson, 2008:69)

Internet was earlier used for as a communication tool for scientific and research centres for years and ultimately that led to discovering its capabilities to be commercialized. As researcher Oksana

(2007) says, till the mid-nineties research and academic community accounted for the most of the internet usage but commercialization of internet gained lot of attention of the business community and the capability and potential that it has to offer.

The increase in the number of internet users started during the 1990s and soon entrepreneurs got aware of the potential that internet has to offer. While there is no known date when online marketing started but there is majority of agreement that it started during 1994 when internet-based banners started to appear on web pages. And in 1995 the web-based mall came into being what we know as Amazon.com.

It will be unbelievable if a company says that they don’t have some kind of online presence. Online Marketing has seen one of the most exponential growth, take for example in 1994 Online marketing meant nothing but in 1995 it totalled to around \$300 million and a decade later more than \$500 billion (Forrester Research. (Shrivastav and Alam, 2014:25)



It is therefore concluded that online marketing has developed more and more from earlier method of online advertising and email marketing to more developed methods such as search engine optimization and social media marketing.

Dove's Best online Marketing Strategies:

- Dove partnered with Twitter in 2015 so as to identify some negative tweets about beauty and body image and then responded to these tweets through campaign to solve their problems with Speak beautiful campaign.
- Next strategy 2017, of dove brand for online marketing is to take Photo shopped pictures of real women with their strength and weakness From award winning photographers as to display it in search engines with "beautiful "search tag.
- Then next year they came with no digital distortion which means that picture captured will not be digitally altered. This message they spread across all digital and non digital channels in 2018 and made a two year partnership with cartoon network series so as to educate young people about body confidence and speak to next generation of consumers.
- With the help of Getty images dove collected in 2019, approx 5000 such images in and then presented 179 pictures of various unsung women's which were displaced in the dove's website for public use to the hidden story created a sense of ambassadorship for users of pictures.

Pros of online marketing:

- Extensive reach to customers: The online business is not confined to physical market. It has widen its reach to every corner of the world.
- Quick results: Online marketing delivers quick and quantifiable results immediately. You can easily quantify how many clicks, and visits people have done.
- Less Expense to incurred: As the business is online, there are less overheads for examples like rent and salary to employees to deal with as compared to investing in offline stores.
- Ability to track customer's preference: This is very helpful to personalize the offers for the customer.
- Effective Way of delivering the "Message Behind": When you express something using words, it's harder to describe the actual feeling or the actual sight of what you're expressing. Pictures and videos footage and music are always easier to understand because you can actually see what's being explained.

Con's online marketing:

- Online Fraudulent Activities: You may experience unethical and fraudulent practices in internet marketing.
- Requires Special Expertise: People must know how to use search engine technology, advertising techniques, content creation, and logics to master the internet marketing.
- Negative feedbacks about Products: They can turn your business down drastically.



- High Competition: It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.
- Sales depend on maximum on technology: Your buyers will only be if they are techno-savvy otherwise your sales may show steady or downwards trend.

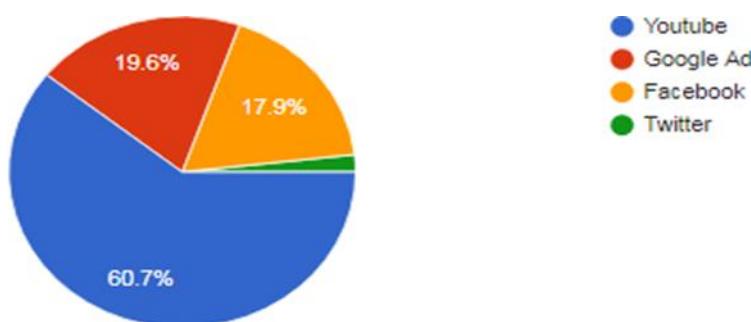
Analysis of data:

On the basis of data collected from 56 primary respondents below is the analysis of that data. Also the questionnaires were prepared in such a manner that the objective of the study can be fulfilled.

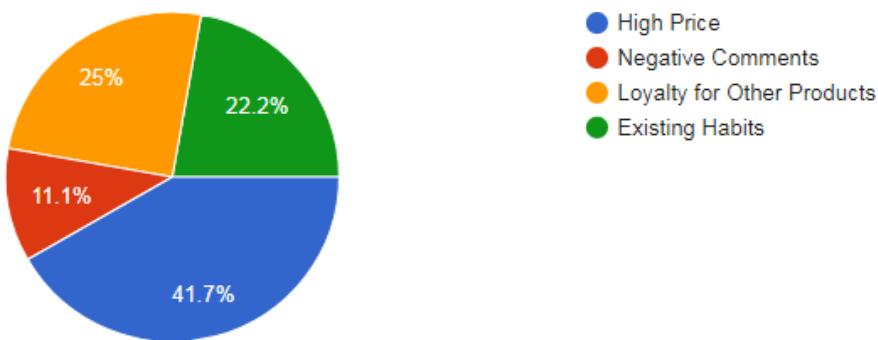
Sr. No.	Questions	Yes (in %)	No (in %)
1	Are you an online shopper?	64%	36%
2	Are you aware of Dove Brand?	82%	18%
3	Have you seen the advertisement of Dove Brand?	87%	13%
4	Do you find the online advertisement of Dove products influencing?	62%	38%
5	Did you face problems in booking Dove products through online mode?	20%	80%
6	Do you get emotionally attached with advertisement displayed online of Dove products?	36%	64%
7	Do you use Dove products because they are easily available?	60%	40%
8	Does celebrity endorsement of Dove products online affect your buying behavior?	40%	60%
9	Does rise in price of Dove products affects your buying behavior?	62%	38%

10	Do you wish to have more variety of Dove products?	75%	25%
11	Does Dove products are available in nearby of your resident?	84%	16%

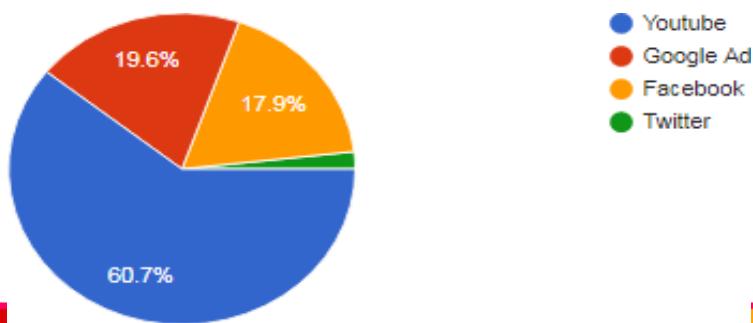
I. Following pie chart shows the engagement of customers through various mediums



II. Following is the reason given by respondent to not get influenced by the Dove products.

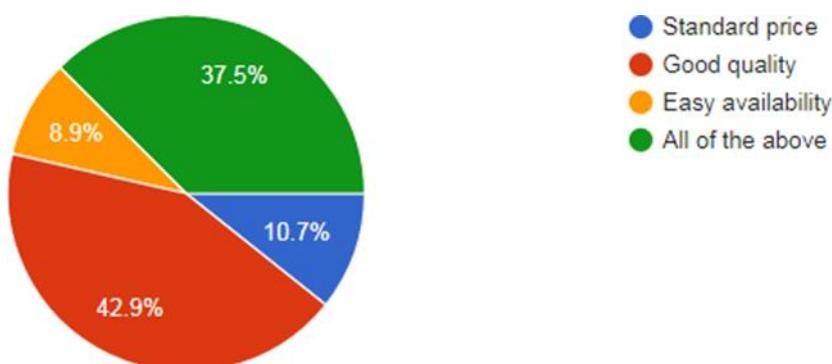


III. Although the online mode is getting trendy but we are still lacking behind due to certain technical reasons which are as follows and this shows the problem in booking online.



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IV. Following are the reasons for which respondents have preferred Dove products.



Findings:

1. Among all the respondents, 64 % of the respondents are considered to be the online shopper that clearly indicates that people are responding to changing times and technology.
2. The dove brand is Beauty Bar into one of the world's most beloved beauty brands. Today Dove offers a range of products: body washes, hand and body lotions, facial cleansers, deodorants, shampoos, conditioners and hair styling products, all developed on the universal premise of real care. This shows that 82% of respondent are aware of dove brand.
3. As with the expanding business lines and territory marketing of products is essential factor for grabbing more profits. 87% of respondents have seen dove brand advertisement.
4. Nowadays businesses are not restricted with boundaries same way marketing of products are not restricted to ad on newspapers as they are now being marketed through online mode. That shows that 62% of the respondents find the online marketing of the Dove Products influencing.
5. Online marketing has resulted in lot of awareness among the customers. Also it is important that customers do not face the problem booking the products online

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therefore it is positive sign that only 20% of customers face the problem while booking the product.

CONCLUSION:

Talking about the first objective which is to study the impact of Online Marketing on customers, we can conclude that due to its aggressive online presence 87% of the respondents have seen their advertisement online including YouTube, Twitter, Google Ads and Facebook. Also, awareness among the respondents is also constructive with 82% responding in affirmative. Refer to table and pie charts above.

Speaking of second objective of the study which is to study the pros of the online marketing of the Dove products, it is inferred that even if the price of the product rises customers are ready to shell out extra money and with 62% respondents agreeing with the same. This shows that online marketing of the product has resulted in retention of the customers even if the price of the product is rising.

The final objective of the study talks about how to improve the Cons of the online marketing, while analysing the data which is collected the researcher found out that celebrity endorsement doesn't really affect the sales of the product with only 40% agreeing that they buy Dove product because celebrity endorse them, in effect dove should really focus on improving the awareness of the campaigns they run which creates positive impact. There are other cons of online marketing such as technical error, no response from the other etc, which can be improved overtime. Open feedbacks were also collected, one specific feedback caught the eye of the researcher is that there are variety of products available in a physical store that are very useful but are not promoted through online marketing.

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