

# An Analytical Study of Success Factors Influencing The Brand Dove

Ms. Abi M<sup>1</sup>, Dr. Geetha R<sup>2</sup>

<sup>1</sup>III B Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

<sup>2</sup>Associate Professor & Head, Department of B Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

## Abstract:

The current research is expected to examine the primary success drivers of Dove brand in the extremely competitive personal care market. The research aims at finding out how purpose-based marketing, specifically the campaign of Real Beauty has promoted consumer perception, brand trust and buying intentions. A structured questionnaire was used in collecting primary data and a total of 100 respondents were used, and secondary data was obtained in the form of journals, as well as research articles. Analysis was performed by use of statistical tools like percentage analysis, average score, Chi-square, and ANOVA. The results indicate that the emotional branding used by Dove, its directional messaging and quality of its products is an important factor of developing brand equity and consumer loyalty in the long-term.

**Keywords:** *Dove, Success Factors, Brand Equity, Real Beauty Campaign, Consumer Perception, Brand Loyalty.*

## INTRODUCTION

Dove is a best-selling personal care brand in the world that is distinguished by a variety of skincare and haircare items on the one hand, as well as its brand philosophy with its focus on authenticity, inclusivity and self-esteem on the other hand. The Dove Company has over the years distinguished itself in the very competitive personal care industry by focusing on the quality of its products, mild product formulations, and purposeful marketing. One of the reasons that have made Dove a successful brand is its years of the campaign titled Real Beauty which has targeted the traditional beauty standards by promoting real, diverse and unretouched portraits of women. Past research as reported in the literature indicates that the success of Dove is determined by various factors that include consumer trust, emotional appeal, brand image, cultural relevance and successful digital interaction. Thus, it is needed to Analyze the sum of the effect of product performance, emotional branding, digital marketing and cultural relevance to understand the success factors behind the Dove brand.

## REVIEW OF LITERATURE

**Pathange et al. (2024)<sup>1</sup>**, In their research, investigated the consumer preference in the aptitude towards the Dove products in the personal care sector. The researchers discovered that the consumers choose Dove because of its soft ingredients, the

uniform quality of product, and the reliable brand reputation. The results showed that there is a high brand loyalty among the users, particularly the ones who attach importance to ethical branding and reliability. The research was able to conclude that Dove has been able to achieve its success not only as a result of promotion but also due to its adherence to quality and consumer-oriented values which contributes towards long term consumer satisfaction.

**Zhou et al. (2024)<sup>2</sup>**, In their research, focused on analyzing the ways in which Dove managed to transfer brand knowledge with the help of the Real Beauty campaign. The study revealed the significance of being real and diverse in presentation and expressing emotion as part of brand awareness and engagement. It was discovered that Dove featuring real women and their positive message reassured the consumers about beauty and enhanced emotional attachment to the brand. Generally speaking, the study produced a conclusion that the proper knowledge transfer of the brands has a significant influence on the establishment of the brand loyalty and the long-term prosperity.

**Rahman et al. (2024)<sup>3</sup>**, In their Study, specifically discussed the digital transformation strategies of Unilever, particularly in the case of Dove. The study has indicated the importance of data-driven marketing, artificial intelligence, and omnichannel

presence in increasing consumer touch and brand loyalty. The results implied that Dove did not succeed in its online activities alone, but purpose-driven campaigns such as Real Beauty were part of the competitive advantages. The paper has found that digital transformation is significant in helping Dove achieve the long-term brand success in the international market.

**Alm et al. (2024)<sup>4</sup>**, In their research, addressed the sustainability of the Dove Real Beauty campaign and its role in the success of the brand in the long term. The study has found consistency, emotional resonance, internal brand alignment and the ability to adopt to market trends as major success factors. As highlighted in the study, Dove has remained dedicated to a distinct brand purpose, this has earned it a good brand identity and consumer trust over the years. The analysis found that the success of Dove shows relevance of purpose-based, consistent and emotional branding in creating sustainable competitive advantage.

**Syharani et al. (2021)<sup>5</sup>**, In their Research, focused on the effectiveness of the Dove campaign promoting Real Beauty to consumers and their influence on purchases made by them. The paper has highlighted the importance of social marketing campaigns in producing both social and commercial effectiveness in case they are done well. Results also indicated the positive word-of-mouth and emotional attachment, brand trust, and consumer-campaign identification to have significant effects on purchase intention. On the whole, the research found that Dove succeeded because of the skillful combination of emotional narratives with brand values, which reinforced the relationships between consumers in the long run and affected the purchasing behavior positively.

### STATEMENT OF THE PROBLEM

The brands must do more than the features of the product to have the relationship that is lasting with the consumers in an ever-growing competitive market of personal care. Although the prior research concentrates on advertising effectiveness, product quality or brand image separately, there is a necessity that a combined analysis of the role played by these factors in consumer satisfaction, trust, loyalty and buying intention should be done. This paper aims at

examining the primary success factors of Dove brand by evaluating consumer perceptions in terms of product quality, emotional branding, effectiveness and cultural relevance of digital marketing, using primary data obtained among the respondents.

### OBJECTIVES OF THE STUDY

- To investigate the influence of Real Beauty campaign and purpose driven marketing on consumer trust, brand loyalty and purchase intention.
- To understand the perception of the consumers with the quality of the Dove products, safety, fragrance, packs and overall satisfaction.
- To identify the key attributes of the success and high brand positioning of Dove in the field of the personal care market.
- To examine the impact of cultural relevance, authenticity and emotional appeal on consumer preference of Dove products.

### RESEARCH METHODOLOGY

#### I) SOURCE OF DATA

The Data is Based on Primary and Secondary Data.

#### II) DATA COLLECTION METHOD

##### Primary Data

The primary data were gathered using a structured questionnaire that comprised of 20 close ended questions and which was administered to 100 respondents utilizing Google form.

##### Secondary Data

Secondary data were collected from Journals, Research articles, Case studies and company websites related to Dove and Unilever.

#### III) AREA OF THE STUDY

The study area is confined to the consumers of Dove personal care products in strategic urban areas. It has been conducted to investigate consumer perception, awareness, satisfaction, and brand preference on Dove and in particular the impact of Dove in its campaign titled as the Real Beauty. The market segment that was selected as urban consumers is more exposed to branded products and online marketing platforms. The research lacks the rural consumers and comparative study to other personal care brands.

#### IV) SAMPLING TECHNIQUE AND SAMPLE SIZE

**Sampling Technique-** The sampling method used in the study was a non-probability sampling, which was the convenience sampling method. The selection of the respondents was done according to their accessibility and the willingness to take part in the survey.

**Sample Size-** The study sample consisted of 100 respondents.

#### V) PERIOD OF THE STUDY

November 2025 to January 2026

#### VI) STATISTICAL TOOLS OF THE STUDY

- Percentage analysis

- Friedman Ranking Analysis
- Average score

#### LIMITATIONS OF THE STUDY

- ❖ The sample size of the research is restricted to 100 respondents which might not be a true reflection of the population of the Dove consumers.
- ❖ The data were surveyed by the help of a questionnaire, and the validity of the findings will be determined by the honesty of respondents.
- ❖ The research concentrates on the Dove brand only and there is no comparison of the other personal care brands.

### DATA ANALYSIS & INTERPRETATION

#### TABLE NO 1:

**Personal outline of the respondents**

Personal Profile	Particulars	No of Respondents	Percentage (%)
Gender	Male	32	32
	Female	72	72
Age	Below 18	18	18
	18-25	55	55
	26-35	27	27
	Above 35	4	4
Educational Qualification	Undergraduate	42	42
	Postgraduate	38	38
	Professional/Others	24	24
Occupation	Student	46	46
	Private Employee	32	32
	Business/ Self-employed	16	16
	Homemakers/Others	10	10
Monthly Income	Below 15,000	34	34
	15,001-30,000	41	41
	Above 30,000	29	29
Duration of Using Dove Products	Less than 1 year	18	18
	1-3 years	62	62
	More than 3 years	24	24

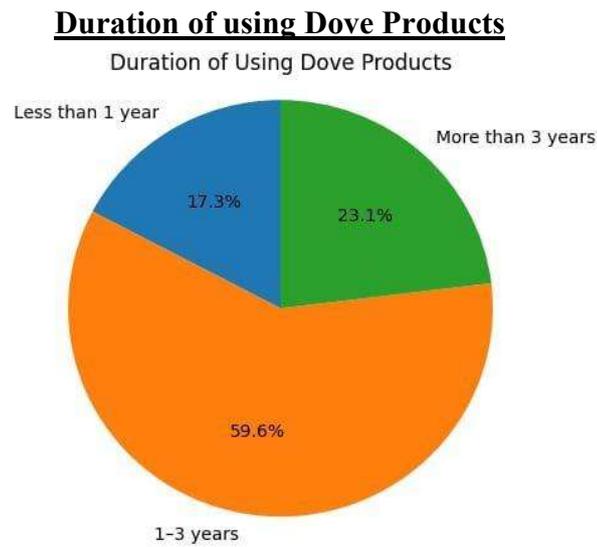
Source: Primary Data

#### INTERPRETATION

The table shows that a majority of respondents are female (72%) and belong to the 18-25 age group (55%), indicating higher usage of Dove products among young consumers. Most respondents are

students (46%) and private employees (32%). In terms of income, 41% fall under the 15,000-30,000 category. Regarding usage, the majority (62%) have been using Dove products for 1-3 years, reflecting consistent brand preference and loyalty.

**CHART NO:1**



**TABLE NO: 2**

**Friedman Ranking analysis**  
**Impact of Dove Brand Factors on consumer purchase decision**

S. No	Factors	Mean Rank	Rank
1	Brand reputation and trust	4.68	8
2	Real Beauty Campaign	4.56	7
3	Product Quality and effectiveness	4.44	6
4	Natural and Mild ingredients	4.32	5
5	Emotional Connection with brand	4.21	4
6	Attractive packaging	4.05	2
7	Price and Affordability	4.01	1
8	Recommendations from others	4.12	3

Source: Primary Data

**INTERPRETATION**

Brand reputation and trust ranked first with the highest mean rank (4.68) followed by the Real Beauty Campaign with mean rank (4.56) and product quality with mean rank (4.44). Packaging and price received lower ranks, indicating lesser influence on purchase decisions.

**TABLE NO:4**

**The factors Contributing to the success of Dove Brand**

S. No	Factors	SA	A	N	D	SD	Total	Mean
1	Product quality and effectiveness	30	42	18	7	3	100	4.09
		150	168	54	34	3	409	
2	Brand reputation and trust	35	40	15	7	3	100	4.17
		175	160	45	34	3	417	
3	Natural and mild ingredients	32	38	20	7	3	100	4.09
		160	152	60	34	3	409	

4	Attractive Packaging	25	40	22	9	4	100	3.73
		125	160	66	18	4	373	
5	Affordable pricing	22	35	25	12	6	100	3.55
		110	140	75	24	6	355	
6	Real beauty campaign message	40	37	13	7	3	100	4.04
		200	148	39	14	3	404	
7	Emotional connection with consumers	38	35	15	8	4	100	3.95
		190	140	45	16	4	395	
8	Overall satisfaction with Dove	35	40	15	7	3	100	3.97
		175	160	45	14	3	397	

**Source:** Primary Data

(SA- Strongly Agree, A-Agree, N-Neutral, D-Disagree, SD-Strongly Disagree)

### INTERPRETATION

The table indicates that brand reputation and trust recorded the highest mean score (4.17). followed by product quality and effectiveness and natural and mild ingredients (4.09 each). The Real beauty campaign message also shows strong influence with a mean of 4.04. Overall, the results reflect a positive consumer perception toward Dove and its success factors.

### SUGGESTIONS

- Dove ought to proceed with its purpose-based campaigns but be culturally sensitive to prevent controversies.
- The brand can create a more active digital presence by using social media and influencer marketing to attract younger consumers to its brand.
- Dove can launch additional product versions that serve the specific skin type and needs of the consumer.
- Market should be reached out to rural population through awareness campaigns.
- Frequent feedback systems can assist Dove to grasp the evolving consumer demands and retain loyalty in the long-run.
- Dove can strengthen its position by introducing region-specific campaigns and improving the engagement of the customers through digital platforms.

- Continuous product innovation using sustainable ingredients can also enhance the long-term loyalty of the brand.

### CONCLUSION

The paper concludes that great brand values, emotional marketing, and consumer trust are the main factors that led to the success of Dove. The study also highlights that consistent communication and effective marketing strategies have helped Dove maintain a strong competitive position in the personal care market. Real Beauty campaign has been very instrumental in setting Dove apart of its rivals through authenticity and inclusivity. The results of the surveys verify that the consumers have a positive attitude towards Dove that affects their purchasing choice. The brand has managed to achieve brand equity in the long term, but it has been able to create a solid brand image with regular messaging and quality products. The study confirms that the consistent brand messaging and focus on quality products have helped in building long-term consumer loyalty and trust. The study further shows that continuous alignment between brand values and consumer expectations supports Dove's Long-term market sustainability. Overall, the findings highlight that dove's success is sustainable by a strong emotional connection with consumers, supported by effective marketing strategies and positive brand perception.

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