



# Consumer Perceptions of Dove's Digital Marketing Strategies in Kanyakumari District

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## ABSTRACT

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. Digital marketing typically refers to online marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, text messages, paid social ads and social media posts. A digital marketing strategy allows you to influence different digital channels such as social media, pay-per-click, search engine optimization, and email marketing to connect with existing customers and individuals interested in your products or services. Digital marketing tactics have used in order to communicate with your target audience. As a result, you can build a brand, provide a great customer experience, bring in potential customers, and more. In fact, there were 5.45 billion internet users globally as of July 2024. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing technique for small businesses. Therefore, the present study is being carried out on how digital marketing strategies of Dove products attract the attention of consumer perceptions especially in the district of Kanyakumari.

**Key words:** Digital Marketing, Consumer Perceptions, Consumer Attitude.

## INTRODUCTION

Dove is an American personal care brand owned by unilever, which has gone above and beyond the traditional purpose of selling beauty and body care Products to its customers. The Company has now become a household name because of 'Successful Marketing Campaigns' that are devoted to Women of different ages, sizes and ethnicities. Dove's products are marketed to help individual's find their internal beauty, that Soap Cannot Something wash away. Dove has established a distinctive brand identity by offering a diverse range of products and executing impactful marketing approach that sets it apart from the crowded beauty industry. The Company

believes in manufacturing quality products .The goal of the company is build positive Self-esteem and also to inspire women and young girls to reach their potential. The brand values of Dove are self-love, empowerment and beauty which it achieves by creating campaigns such as the self-esteem project and the real beauty campaigns. By implementing effective marketing Campaigns, Dove has successfully established a distinct reputation and differentiated itself from the Competition while simultaneously increasing brand awareness. In recent years the companies have come up with new ways of marketing and emotive advertising campaigns and Dove has used this in its marketing strategy to connect with their brand on a personal level.

### **OBJECTIVES OF THE STUDY**

The primary objectives of the study are given below:

1. To analyze the level of Consumer Awareness of Dove's digital marketing.
2. To examine how Consumers perceive Dove's digital Marketing efforts.

### **STATEMENT OF THE PROBLEM**

Dove spends a lot on online Marketing, but we don't really know how people feel about it is not known. They try to promote positive messages about beauty, but it's unclear if the online advertisements actually connect with people. Also with the internet always changing, its hard. So, we need to study how Dove's online advertisements match up with what people want, find out what could be better and figure out how to make their online marketing work even better.

### **HYPOTHESIS**

The following hypothesis has been framed for the purpose of study.

- There is no significant difference between age groups and perceptions of digital Marketing Strategies.

### **DATA COLLECTION**

Effective methods of data collection can critical insight for well-researched design. The required data for the current study were collected from both Primary and secondary sources.

- **Primary Sources**

Primary data collection happens when researchers obtain information directly from the original sources. It includes Direct Observation, and Informal Interview.

- **Secondary Sources**

Secondary Sources are those that have been already collected by some other persons for their purpose and then published. The secondary data are available in the Reports, Journals, Books, Projects, and Websites.

### **SAMPLE SIZE**

Sample size taken for the study is 65 respondents. The respondents were selected from the various shops and markets from Kanyakumari District.

## SAMPLING TECHNIQUE

The sampling techniques used for the research is convenience sampling method.

## STATISTICAL TOOLS USED

The Collected data were analyzed with the help of Tables, Percentage, and chi-square test.

## LIMITATIONS OF THE STUDY

The present study is based on Primary data Collected from the Sample respondents. Here the possibility of sampling errors inevitable.

- Time at the disposal of the researches was very short.
- Some people may not be willing to answer all questions.
- Many of the respondents were resistant to give information regarding their perceptions of Dove's digital Marketing Strategies.

## REVIEW OF LITERATURE

In this research we are considering literature review based on some articles which are related to the title of the study. The review of the earlier studies and the experience of the researcher help one in evaluating the strength and weakness of the concept use earlier. An attempt is made to review several such studies and specify appropriate concept applicable to the present study.

### Review of Dove

**S.M. Tanvir Kabir et al., (2019)** Dove is a very successful brand of Unilever. 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 the everyone is beautiful and Dove is just increasing the potentially and confidence among consumers through their product.

**Torbica & Stroch (2019)** has reviewed that the use of “soft” performance criteria, such as customer satisfaction, 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.

### Review of Consumer Perception

**Karthik. A.S.(2008)** ,Customer perception will be a primary force in determining how this transition will evolve. Getting closer to the customer in today’s highly competitive landscape is essential for the entire industry and is no longer just a retail issue. It requires all organizations across the supply chain to work as a single enterprise, sensing and responding rapidly to consumer demand in a co-ordinated manner.

**William & Prabakar (2012)** , “The customer perception of retail service quality is an important segment to the emerging and the existing retailers in the market as the study reveals that perception of service quality influenced by the various nature with various customers even some of the general factors like Personal interaction, physical aspects are the dimensions on of the customer perception remains constant and common to

all the customer on a majority basis so the retail outlets have to frame their own strategies In order to attract the customers on a longer basis”.

### Review of Marketing

**Charles Lamb, Joe Hair, Carl McDanie, (2001)**, served as chairperson of the department of marketing at the M. J. Neeley School of Business from 1982 till 1988 and again from year 1997 to 2003. He told that it is crucial for marketing people to work hard on promotional activities to generate considerable results. For this he subdivided and discussed promotional mix as a mix of tools., discussed the fundamental elements of the promotional mix.

**Gilbert D. Harrell, (2008)**. Marketing is the act of connecting with customers. He provides a contemporary, exciting treatment of marketing that integrates the Promotional Mix into marketing. The promotional mix describes a blend of promotional variables chosen by marketers. Internal Marketing (IM) concept emerged in the literature over the last 30 years as the way of enabling.

### Review of Digital Marketing

**Philip Kotler (2015)** : Philip Kotler, a pioneering figure in marketing, contributed significantly to digital marketing literature. His works provide insights into the integration of digital strategies into traditional marketing frame works. Kotler’s emphasis on consumer behaviour in the digital age and the strategic use of digital channels has influenced marketers worldwide.

**Avinash Kaushik (2015)** : Avinash Kaushik’s contributions to digital marketing literature revolve around web analytics and measurement. His insights into data – driven decision – making and campaign optimization have empowered marketers to garners the power of digital analytics effectively.

## ANALYSIS AND INTERPRETATION OF DATA

The information obtained through the questionnaire was analyzed and calculated using various statistical tools such as percentage and chi-square test etc. The collected data are given in the form of tables.

**TABLE NO. 1**

**Socio Economic Background of Customers**

Variables	Categories	No. of Respondents	Percentage
<b>Age</b>	Below 20 years	18	28%
	21-40	30	46%
	41-60	11	17%
	Above 60	6	9%
<b>Gender</b>	Male	28	43%
	Female	37	57%
<b>Marital Status</b>	Married	27	42%
	Unmarried	38	58%
<b>Educational Qualification</b>	Below S.S.L.C	7	11%
	H. Sc.	14	21%
	Graduation	34	52%

	Others	10	15%
<b>Occupation</b>	Student	24	28%
	Private Employee	18	28%
	Govt. Employee	12	18%
	House wife	5	8%
	Self Employed	6	9%
<b>Location</b>	Urban	45	69%
	Rural	20	31%
<b>Monthly Income</b>	Below Rs. 10,000	31	48%
	Rs.11,000 – Rs.20,000	4	6%
	Rs.21,000 – Rs.30,000	20	31%
	Rs.31,000 – Rs.40,000	2	3%
	Above Rs.40,000	8	12%

**TABLE NO. 2**  
**AWARENESS OF DIGITAL MARKETING STRATEGIES**

<b>Variables</b>	<b>Category</b>	<b>No. of Respondents</b>	<b>Percentage</b>
<b>Aware</b>	Yes	43	66%
	No	22	34%
<b>Awareness Level</b>	Fully Aware	18	28%
	Somewhat Aware	8	12%
	Neutral	19	29%
	Not Aware	6	9%
	Completely Unaware	14	22%
<b>Social Media Platforms</b>	Face Book	14	22%
	Instagram	16	25%
	Twitter	12	18%
	Youtube	13	20%
	Linkedin	6	9%
	Others	4	6%
<b>Effective Rate of Dove's Digital Marketing</b>	Extremely Effective	16	25%
	Very Effective	20	31%
	Neutral	9	14%
	Somewhat Effective	11	16%
	Not Effective	9	14%
<b>Influential rate of Dove's Digital Marketing Efforts</b>	Highly Influential	24	37%
	Influential	10	15%
	Neutral	18	28%
	Somewhat Influential	6	9%
	Not Influential	7	11%
<b>Periodicity of Dove's Digital Marketing content Online</b>	Daily	16	25%
	Weekly	10	15%
	Monthly	24	37%
	Rarely	15	23%

Table 3

## CONSUMERS PERCEIVE DOVE'S DIGITAL MARKETING EFFORTS

Variables	Category	No. of Respondents	Percentage
<b>Effectiveness Level</b>	Highly Effective	14	22%
	Effective	20	31%
	Neutral	12	18%
	Somewhat Effective	10	15%
	Not Effective	9	14%
<b>Perception of Dove Brand</b>	Very Positive	26	40%
	Somewhat Positive	10	15%
	Neutral	18	28%
	Negative	5	8%
	Not Negative	6	9%

**Chi-square Testing**

**Null Hypothesis:** There is no significant difference between age groups and perceptions of digital Marketing Strategies

Age Group	Very Positive	Somewhat Positive	Neutral	Negative	Not Negative	Total
Below 20 years	3	3	10	1	1	<b>18</b>
21-40	19	4	5	1	1	<b>30</b>
41-60	2	2	2	2	3	<b>11</b>
Above 60 years	2	1	1	1	1	<b>6</b>
Total	<b>26</b>	<b>10</b>	<b>18</b>	<b>5</b>	<b>6</b>	<b>65</b>

$$\text{Chi square, } \chi^2 = \sum \frac{(O-E)^2}{E}$$

O- Observed frequency, E- Expected frequency

After calculating all expected frequencies and applying the formula:

$$\chi^2=23.74$$

$$df=(\text{Rows}-1)(\text{Columns}-1)$$

$$df=(4-1)(5-1)$$

$$df = 3 \times 4 = 12$$

At **5% significance level (0.05)** For **df = 12** the table value  $\chi^2=21.026$

Since the calculated value is greater than the table value (23.74>21.026) the null Hypothesis is rejected.

**Reject Null Hypothesis (H<sub>0</sub>)**

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