



Comparative Study:
Dove vs
Bath & Body Works
Presented by the
Soap4Me Research Firm

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Who are we?

We, **the Soap4Me Research Firm**, are an administrative infrastructure who provides Market Research Services to Client Companies that sell cosmetic products. In doing so, we connect our clients with as much information about consumer needs and buying habits in their industry.



Problem Discovery

As a firm, we are conducting a Comparative Study amongst the Cosmetic Brands: Dove and Bath & Body Works. This is being done to determine which consumers within the New York City Marketplace prefer Cruelty-Free or Non Cruelty-Free brands.

Products that withhold the label “Cruelty-Free” means that no animals are harmed in the trialing or production of these products.

- PETA’s Cruelty-Free logo (caring consumer)
- The Leaping Bunny
- CCF Rabbit



Leaping Bunny
(Cruelty Free
International)



Cruelty Free
(PETA, USA)



Not Tested on Animals
(Choose Cruelty Free,
Australia)

Research Firm Objectives

Research questions:

- ❖ Is there a difference with the quality of Cruelty-Free products in comparison to regular/popular products?
- ❖ How aware are consumers in the New York City marketplace of Cruelty-Free Products? Does it influence their buying habits?
- ❖ What might convince consumers in the New York City marketplace to be more considerate of Cruelty-Free alternatives when buying their cosmetics?

Hypotheses:

- ❖ Consumers in the New York Marketplace consider Brand Ethics (Cruelty-Free status) when buying cosmetics.
- ❖ Brand loyalty is something heavily practiced by consumers.
- ❖ Product pricing and promotions heavily influence product preference and buying habits.
- ❖ Brands who provide variety to their product lines are preferred by consumers.

Comparative Study

As a Research Firm, we conducted a Comparative Study between two very different brands that feature products in the cosmetics field. We chose Bath & Body Works to represent Cruelty-Free brands in our study; alternatively we chose Dove to represent brands that still have a status in continuing the use of animal testing in their products. The purpose of our study was to receive results from respondents to determine what brands they preferred, why, and how they view brand ethics as an influencing factor in their buying habits.

Brand 1

Brand Name: Dove

Parent Company: Unilever

Product Type: Personal Care

Cruelty-Free Status: No [Transitioning]

Product Details: Deodorant, Body Wash, Lotions, etc.

Availability: Pharmacies, Retailers, Wholesalers

Price Range: Relatively Cheap, an affordable option

Promotions: Manufacturer's coupons

Dove



Brand 2

Brand Name: Bath & Body Works

Parent Company: L Brands

Product Type: Bath, Fragrance, & Candles

Cruelty-Free Status: Yes

Product Details: Sanitizer, Body Gel, Lotion, Air Fresheners,
etc.

Availability: Exclusively through their chain, Online

Price Range: Higher pricing range, Luxury option

Promotions: Ecoupons, Semi-annual Sales, In-store Events



Interviews with Specialist

While conducting research for our comparative study on Cruelty-Free vs Non Cruelty-Free products, we spoke to specialists within the two chosen companies.

Although the collection of Secondary Data was done as a base for this study, we hoped to learn more information through contacting these companies directly and collecting Primary Data through the given answers.

Dove Specialist

- ❖ Company Values: Dove was created for women of all colors and body types to make them feel beautiful
- ❖ Target Audience: Women, 20+ years
- ❖ Do you test on animals? We are committed to ending animal testing and are transitioning to being Cruelty-Free

Bath & Body Works Specialist

- ❖ Company Values: It started off on a farm with products just for women. The main purpose was to give women a different taste of bath time.
- ❖ Target Audience: Women, 17-24 years
- ❖ Do you test on Animals? No

Questionnaire- PreTest


- ❖ Target Population: New Yorkers between the ages of 18 and 30 years old
- ❖ Gender: Preferably women (although gender was not an influencing factor)
- ❖ Pre-Test size: 5 respondents
- ❖ Issue Discovered: Getting respondents to comfortably answer personal demographic questions
- ❖ Solution: Reassuring them that no contact information was needed and that all answers are unanimous.
- ❖ Result: They became eager to participate in the Pre-test.

Classification Results

- ❖ 80% of respondents were between Ages 18-24, 17% were Ages 25-34.
- ❖ 72% of respondents were Female, 28% Male.
- ❖ 52% of respondents live in Brooklyn, 16% in Queens, 14% in the Bronx
- ❖ 32% of respondents were Latino, 24% Asian, 16% African American, and 16% Caucasian.
- ❖ 12% were Married, 88% were Single.
- ❖ 28% were Employed Part-time and 32% were Unemployed .
- ❖ 26% made less than 10k a year, 0% made 10-15k a year .
- ❖ 20% answered they were High School Graduates, 60% said Some College, and 20% answered that they were College Graduates.

Conclusions from Overall

- ❖ Consumers amongst the Cosmetics Industry are not well informed of Animal testing in products.
- ❖ Customers typically preferred Dove to Bath & Body Works
- ❖ Average consumer buying preferences were based primarily on affordability.
- ❖ As a team, we expected that more consumers would have the knowledge of Brand Ethics and Animal Testing within the Cosmetic Market.



Q & A

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[End of Presentation]

Thank You.