



A Comparative Study of:
Dove vs Bath & Body Works
By the Soap4Me Research Firm

Dr. J Dixon
NYCCT
Marketing Research
Mkt 1210- Term Project

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Executive Summary

We, the Soap4Me Research Firm, are an administrative infrastructure who provides services to Client Companies that sell cosmetic products. As a company, we seek to connect with clients to determine what consumer needs, wants, and buying habits are within the cosmetic industry. We are conducting a comparative study amongst the brands Dove and Bath & Body Works, who are both companies who market skincare and cosmetics in different ways. In our study, we interviewed two specialists who worked for the companies being compared. In addition, we conducted a survey of 50 individuals and calculated the answers in order to apply them to the results of our study.

Dove is a personal care brand owned by Unilever that creates and promotes products such as deodorant, body wash/bar soap, shampoo/conditioner, and body mists. Doves main focus is moisturization, of which all products consist of mild cleansers and moisturizers, leaving the skin feeling soft, clean and smooth. Dove products are generally sold nationwide across the United States and their target market is a general population such as women, men, children, and infants. Dove has represented high levels of trust amongst the consumer market, as high-quality products are being created to moisturize skin.

Bath & Body Works is an American retailer brand that is owned by L brands and sells and promotes Cruelty-free products. Their line-up of products includes: hand sanitizers, body washes, candles, body mist/perfume, and lotion/body butter, among several other types of products. Their primary target market for Bath & Body Works is women, however, the company caters to provide for the male market as well. Although started in 1990, they have worked towards gaining consumer trust in the nearly three decades they have been in business.

Research Project Team:



Isabella Santana, 19

Marketing Management & Sales
Project Director

About me: As a soon-to-be graduating student of City Tech, I look forward to working in the Marketing and Advertising field. I graduated from the High School of Art and Design and have a background experience in Graphic Design. I think myself to be a creative person and enjoy making things both physically and digitally.

Cheyenne Darcy, 19

Fashion Marketing
Co-Project Director, Statistical Writer

About me: I am a full-time college freshman attending New York City College of Technology, seeking an Associates Degree in Fashion Marketing. Upon transferring to a Bachelorette program in Marketing or Business at a SUNY school I aspire to be a Market Researcher for a major fashion company.

Flayvon Milord, 20

Marketing Management & Sales
Statistical Writer

About me: I am a full-time student at New York City College of Technology, and a graduate of Milton High School in Milton, GA. I wholeheartedly believe that hardwork and discipline leads to success, and the work that I do now will be the foundation for my success in the future. Although I am unsure of my career goals, I know that the study of business is an important step for my future success.

Jennifer Munoz, 20

Marketing Management and Sales
Research Analyst

About me: I'm a full-time student at New York City College of Technology and I'm studying the world of Marketing through my major. There are many schools I can attend to get my Bachelors, but only time can tell. I volunteer at a silk-screen printing collective in Queens and want to achieve the knowledge to help my non-profit collective continue to grow.

Omayra Garcia, 22

Fashion Marketing

Research Analyst, Statistical Writer

About me: I am a full-time student at New York City College of Technology, and work as a part-time makeup artist at Sephora. Working at a fast-past retail environment can be difficult, but I enjoy teaching and meeting new people from around the world. After graduating with my Associates, I hope to attend FIT for my Bachelors Degree, and gain more experience as a freelance makeup artist.

Bella



Cheyenne



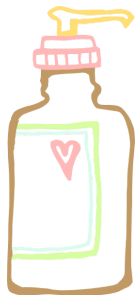
Jennifer



Omayra



Flayvon



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.

Responsibility of Each Member

Isabella Santana

As the Project Director, it is my responsibility to ensure the completion of this market research assessment. Not only this, but to divide the workload between the other members of the group as evenly as possible to ensure all perform a fair share of participation, overlook production, edit aspects of the project, and offer assistance as needed before bringing everything together in the end.

Cheyenne Darcy

As the Co-Project Director and a Statistical Writer, it is important for me to relook the overall completion of the market research project and support the head director in refining and enhancing the overall quality of the market study results. In doing so, I am also expected to assist in writing and synthesizing various components of the project.

Jennifer Munoz

As a Research Analyst, it is required that I tabulate the final results of the project, ensuring that the tables and graphs are at standard and represent the data we are seeking to provide. The final results are calculated to determine whether our problem definitions are addressed and to grasp an understanding of how our target market feels about the topics being asked about.

Flayvon Milord

Given my position as a Statistical Writer, I must contribute by assisting in editing and writing out the necessary information for various sections. By dividing the work between other writers and gathering information from the analysts, I can successfully display the information while enhancing the overall quality of each section.

Omayra Garcia

Being a Statistical Writer and Research Analyst means I both work on editing/writing for various sections of the assessment as well as assist in tabulating the final results of the conducted surveys. Following such, I must create tables and figures to display the tabulated information.

Secondary Data Research

The Soap Industry

Soap is a product, primarily used for cleaning and is made of a mix of natural ingredients including both plant and animal product substances. Animal fat and vegetable oil are two commonly used substances in its production. The Latin word, *sapo*, first appeared in Pliny the Elderly's *Historia Naturalis*, made by Babylonians in approximately 2800B.C. Traditionally, soap began in America during early colonial days of which it was primarily used in households and in textile manufacturing. In early days, the product was not specifically used for bathing and personal hygiene, but more specifically for medical or cleaning purposes.

The Current Market

The current Soap Market is a multibillion dollar industry of which continues thriving in the increasing population of consumers. Consequently, the demand of the global soap market has caused an increased demand for the commonly used product. Competitors of Dove and Bath & Body Works include Old Spice, Soft Soap, Nivea, Irish Spring, and Dial all of which have different marketing and brand specifications. Soap is categorized in different specifications depending on the softening or hardening agents embedded within the soap. Variety of soaps include novelty soaps, kitchen soaps, beauty soaps, and laundry soaps all of which are used to clean surface areas and kill bacteria in a multitude of different ways. Soap is thus featured at different price points depending the factors on the specific type being sold.

What is Cruelty-Free?

Products that are labeled "Cruelty-free" or "not tested on animals" are goods that promote the ethical treatment of animals. This means that no animals are harmed in the trialing or production of these products, thus helping companies to build an ethical name for themselves. There are several different logos for products that fall in this category that are: PETA's Cruelty-Free logo (caring consumer), The Leaping Bunny, and the CCF Rabbit. In order to have any of these certified logos on a products packaging, there is a price to display and a process a company has to undergo to prove it falls under such a category.



Leaping Bunny
(Cruelty Free
International)



Cruelty Free
(PETA, USA)



Not Tested on Animals
(Choose Cruelty Free,
Australia)

Dove

A personal cosmetics brand that has been around since 1957, Dove's parent company, Unilever, is one of the largest consumer goods companies according to yearly revenue. They specialize in personal care, and although not yet Cruelty-Free, are transitioning towards becoming so. Dove's product line includes but is not limited to: Deodorant, Body Wash/Bar Soap, Shampoo/Conditioner, Body Mist, and so on. Their availability is extensive since their products can be purchased in most pharmacies, chain retailers (eg: Target, Walmart), and Wholesalers (eg: Costco, BJ's). Within this, their price range for their products are relatively cheap and are an affordable option for those on a strict or lower income. They also offer promotions for their products both online (eg: samples), Manufacturer's coupons that can be used at any location that distributes Dove products, and even go on sale occasionally. Dove's mission statement is to empower women around the world of all ages, shapes and sizes. Although the company is aged into the industry, they try to keep up with the times by maintaining several social media pages. Even so, the brand stands for comfort for the majority of consumers and does not "stand out" extensively among the competition.

Bath & Body Works

L Brands is the parent company for Bath & Body Works where their product types include, but are not limited to: Bath, Fragrance, & Candles. They are entirely Cruelty-free and deliver a high quality product with good standing ethics. Products available in their line-up varies from Hand Sanitizer, Body Wash, Body Mist/Perfume, Candles, Air Freshener, Lotion/Body Butter, Massage Oils, and so on. The availability for Bath & Body Works products is limited to their own chain stores and online which many consumers prefer because they feel that the products are of better quality than if they were distributed everywhere. The price range for Bath & Body Works is on the higher end where some can consider it to be a luxury option, though they have constant promotions rotating between E-Coupons, Semi-annual sales, In-Store Events to make their goods more affordable to a larger part of the consumer market. The mission statement of the company is to supply people with quality products for treating themselves or someone else to private time through the delivery of fragrance (the company is a strong believer in aromatherapy). Although still new to the competitive cosmetics market, they have gained a large following on social media and remain continuously popular among young people since its marketing is hip and focused on trends.

Experience Survey 1: Bath & Body Works Specialist

General Manager: Sanni Golden Store Location: 441 Lexington Ave NY, NY 10017

How do you, as a company, decide what to sell to both men and women? What determines the names and visuals of these products?

We typically focus on marketing things towards females with a lot of focus and emphasis on trends. Right now, unicorns are a popular trend so we pick it up accordingly and use this information to sell our products (we even change the names accordingly). In terms of men, we have a set fragrance line and rarely do anything special since they are not our focus target consumers.

When are your best promotions going on? What are things that make these promotions better than one ones offered throughout the rest of the year?

The semi-annual sales are by far the best promotions offered all year. One occurs between December 26th and January 31st and the second for the entire month of June. What makes this better than other promotions is that some items go as much as 75% sometimes more, and customers can combine coupons with their purchases. To top it off, we bring back old fragrances and discontinued items for sale.

Why is the company Cruelty-Free?

Although it is not required for us as a company to test products on animals, we choose not to. It is an ethical issue that corporate does not agree with and feels strongly in their decision to not test on animals.

What is the story behind Bath & Body Works?

It started off on a farm with products just for women. The main purpose was to give women a different taste of bath time. They needed to focus on their “me” time and enjoy it with the use of pleasant fragrances. Just like some people prefer to use candles as a relaxer, we felt soap fragrances that gave the same effect would fulfill a need.

Experience Survey #2: Dove Specialist

Interviewee: Arnancia

Contact: 1-800 745 9269, 1-800 761 3683

How do you, as a company, decide what to sell to both men and women?

Dove was initially created for women of all colors and body types to make them feel beautiful. Our target audience is primarily women age 20 and older, although we are expanding our products further to fulfill the needs of several different groups. We have expanded our product lines to selling to men and for babies. We have also expanded past selling exclusively soap and also sell: body butters, lotion, deodorant, shampoos, body sprays, among other things.

When are your best promotions?

We do our best to make our products available everywhere. Whether it be retailers like Target and Walmart, Corner stores that sell the bare necessities, or big box wholesalers like Costco. On top of trying to keep our pricing more affordable, we offer promotions through email through subscription to our websites, as well as offer manufacturer coupons that can be used anywhere our products are sold.

What is the company's status on Cruelty-Free?

Although we are not entirely Cruelty-Free, we are in a transition and are committed to ending animal testing. Our parent company, Unilever, does still perform animal testing on some of their brands.

What is the story behind Dove?

We were founded in 1957 with the focus of developing a soap to consumers that did not dry skin, but rather, moisturized it. It took some time before we as a company made a name for ourselves in the soap industry and gained enough consumer trust to grow and expand to what we are today. Notably, we do not offer any products that are a sort of make up or cosmetic supplement because we were founded on the belief that we should help consumers to embrace the bodies they already have.

Problem Discovery & Definition

Problem Statement:

To identify what type of consumers in the New York City marketplace prefer Cruelty-Free or Non Cruelty-Free brands using the specific brands: Bath and Body Works and Dove.

Research Objectives:

- To determine which age groups purchase Dove or Bath and Body Works and what are their influences to their preferences.
- To learn more about brand image and find out who these brands cater to the most. The financial standing of consumers has an influence on what products are attainable and marketers take this into account when deciding their target market.
- To find out how brands market themselves and manipulate their consumers through the use of Social Media

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 aware 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?

Hypothesis:

- Consumers in the New York Marketplace consider brand ethics (like 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.
- Brand's who provide variety to their product lines are preferred by consumers.

Methodology

The methodology behind something is defined as the types of methods used in a specific area of study. The methods used to study and conduct a data analysis are done in order to compromise the theoretical analysis of this information and display it in an easy to interpret manner.

Our methodology for this assessment was done through the gathering of data using a questionnaire that specified a comparative study between Dove and Bath & Body Works and calculating statistics based on the answers. We hoped that the gathered information would address the following:

1. The influencing factors that decipher the preferred brand among consumers
2. What price points and promotions might alter a consumers buying habits
3. How consumers are pushed towards and away from certain brands
4. If Cruelty- Free is something people consider when purchasing cosmetics

This project uses both qualitative and quantitative data collection through the use of a questionnaire and interviews to collect data on our topic. Survey was used to gain information and a better understanding of how consumers value cosmetics and what factors influence their buying habits. These surveys were given out to 50 random participants who fit into the target market of New York City residents, preferably females between the ages of 18 and 25. The pre-test consisted of only 5 participants selected at random. The interviews with individuals who specialized in not only the cosmetic industry, but from each of the two companies being compared helped us to get necessary background and precise info on our data collection.

Target Population

The Soap4Me Research Firm was conducting a study on influencing factors when buying cosmetics among consumers. The Target Population focused on was New Yorkers between the ages of 18 and 30 years old. Although women were preferred, when giving the surveys out, gender was not an influencing factor to if someone would be selected as a respondent, thus our results come from both men and women. Regardless, all respondents needed to exemplify apprehension of how the survey needed to be completed before being surveyed in order to avoid the issue of questions being skipped or answered incorrectly (whether it being marked several places when one answer choice was to be selected, or being left blank all together).

Pre-Test

A 5 person pre-test was conducted on individuals within our target market. There were 2 females respondents and 3 male respondents who assisted in this test. Several of the trial respondents were initially reluctant to participate in the survey until the details surrounding such was specified. Once they realized that no donation or contact information was needed by us, they were willing to participate. Being eager to assist in this pre-test allowed for us to get the true feelings and thoughts of the respondents in our results.

Regarding the classification/demographic questions, some of the respondents were not entirely certain of their answers. For one, they were engaged but needed to mark single since they were between two categories. Others felt some of the questions were too personal and were hesitant at first. After being reassured that these answers were for statistical data, they were more cooperative in providing said information. We did our best to ensure that respondents answered all questions to the best of their ability before thanking them for their time.

Editing/Coding

Editing

In this context, editing this project has consisted of the arrangement, revision, and preparation of written and visual material for the final production of this assessment. The objectives of editing include the detection and removal of factual, grammatical or typographical errors, the revision, and clarification of difficult to understand sections, the separation and removal of information not suitable for the purposes needed, and proper sequencing to allow for the coming together of information in a cohesive and refined manner. In terms of the raw data gathered from the surveys, the data analysts emphasized careful calculation for each question and revised any potential miscalculations.

Coding

Coding during this market research assessment has consisted of identifying and assigning numerical values to prior edited data and information. Research and data analysts went about several methods of coding but primarily used the method of labeling scaling points. By labeling and tallying each scale, the group was able to give a statistical value for each option chosen by a question in numerical order and allow for the group to establish a better understanding of the data in a cohesive way.

Analysis

Questionnaire Statistics

Question 1 asked respondents about how often do the respondent stock up toiletries. 22% chose once every month, 20% voted once every two weeks, then a tie of 18% between the options once every two months and once every week or more, followed by 16% for once every three weeks, and lastly 6% for once every three months or more.

Question 2 asked respondents about how much they spent the last time they purchased toiletries. Our statistical data resulted in the following: 6% spent \$10 or less, 30% spent \$11-\$20, 16% spent \$21-\$30, followed by 10% spent \$31-40, then 12% spent \$51-\$60, followed by 8% spent \$61-\$70, and another 6% spent \$71-\$80, followed by 8% spent \$81-\$90, followed by 2% spent \$91-\$100, and lastly 2% who spent \$100 and more.

Question 3 asked how important are specific factors when purchasing cosmetics and 44% of respondents said that price is very important, 36% said it was important, 16% said it was somewhat important, and the remaining 4% said not at all. The factor of Brand Name featured different results where 24% of respondents said that brand name is very important, 32% said it was important, 34% said somewhat important, and 10% said not at all. The factor of active ingredients featured different results where 34% of respondents said that active ingredients are very important, 34% said it was important, 24% of respondents said somewhat important, and 8% said not at all. The factor of promotions/discounts featured different results where 48% of respondents said that promotions/discounts is very important, 16% said that it was important, 20% said somewhat important, and 16% said not at all. The factor cruelty-free status featured different results where 32% of respondents said that cruelty-free status is very important, 22% said that it was important, 32% said somewhat important, and 14% said not at all. The factor of quality featured different results where 64% of respondents said that quality is very important, 30% said it was important, 6% said somewhat important, and 0% said not at all. The factor of fragrance featured different results where 32% of respondents said that quality is very important, 34% said it was important, 30% said somewhat important, and 4% said not at all. The factor of variety in line up featured different results where 18% of respondents said that variety in line up is very important, 40% said it was important, 32% said somewhat important, and 10% said not at all. The factor of shelf life featured different results

where 30% of respondents said that shelf life is very important, 34% said it was important, 20% said somewhat important, and 10% said not at all.

Question 4 surveyed if respondents ever rotate their regular cosmetic brands to which the majority of 40% chose Sometimes, 26% answered Always, 24% said Rarely, and 10% said Never.

Question 5 asked respondents how loyal or disloyal they were to their preferred brands and 40% answered that they were mostly loyal, 14% were very loyal, 42% were somewhat loyal, and were 4% not loyal at all

Question 6 asked respondents where they source their cosmetic products from the most with respondents responding: 34% from pharmacies, 24% from specialty stores, 22% from big-box stores, and 20% from *Other*.

Question 7 asked if respondents preferred to purchase cosmetics Online or Instore to which 86% answered in-store and the remaining 14% chose online.

Question 8 asked if advertising influenced the respondents cosmetic purchases and where 10% chose always, 38% said sometimes, 42% said rarely, and 10% said never.

Question 9 asked which brands do the respondent typically purchase for gifting others and 33.3% chose Bath & Body Works, Dove with 22.2%, Neutrogena with 16.7%, Other with 10%, then 8.9% with Clinique, followed by Kiehl's with 6.7%, and lastly Nivea with 2.2%.

Question 10 provided the options of Bath and Body Works and Dove and asked respondents which of the two they preferred. The results were that 37 respondents preferred Dove while 13 chose Bath & Body Works.

Question 11 asked consumers what kind of variety they prefer in their cosmetics. The results were that 66% voted on fragrances from Bath and Body works, and another 66% voted on bar soap from Dove, 36% preferred Neutrogena's formulas, and 20% of respondents preferred Neutrogena gel soap.

Question 12 asked respondents how far they were willing to travel to purchase their products. The results were that 26% said less than a mile, 40% said 1-2 miles, 14% said 3-4 miles, and 20% said 5 or more miles.

Question 13 asked the respondents if they prefer to buy brands that offer a variety of different products where 50% said always, 42% said sometimes, and 8% said rarely.

Question 14 asked respondents which cosmetic brand did they prefer based on the various factors listed. Amongst Bath and Body Works, 68% of respondents look for the variety in products and amongst Dove 32% of respondents look for the same factor. Amongst Bath and Body Works, 30% of respondents look for the pricing of products and amongst Dove 70% of respondents look for the same factor. Amongst Bath and Body Works, 28% of respondents look for products with long lasting features and amongst Dove 72% of respondents look for the same factor. Amongst Bath and Body Works, 30% of respondents look for product lifespan and amongst Dove 70% look for the same factor. Amongst Bath and Body Works, 28% of respondents consider location and amongst Dove 72% look for the same factor. Amongst Bath and Body Works, 72% of respondents look for fragrance in products and amongst Dove 28% of respondents look for the same factor. Amongst Bath and Body Works, 74% of respondents look for coupons/promotions when purchasing products and amongst Dove 26% of respondents look for the same factor.

Question 15 asks what factor would cause the consumer to buy from a different company to which 38% said when the prices rise and bottle sizes get smaller, 28% said changes in the formula, 32% said discontinued products, and 2% said if fewer promotions were available.

Question 16 asked respondents if it was of interest to them when companies expand their product line where 20% said "Definitely Yes", 60% said "Probably Yes", and 20% said "Probably No".

Question 17 asked if customer involvement in products influenced them to buy from companies where 26% said "Definitely Yes", 48% said "Probably Yes", 25% said "Probably No", and 2% said "Definitely No".

Question 18 asked consumers of their feelings based on specific statements listed. Based on the first statement, "I only use 100% cruelty-free products" 18% of respondents strongly agree, 48% agree, 24% disagree, and 10% of respondents strongly disagree. Based on the second statement, "I do not mind the testing on animals for cosmetics" 6% of respondents strongly agree, 30% agree, 30% disagree, and 34% of respondents strongly disagree. Based on the third statement, "I am aware of Cruelty-Free Brands and it impacts my buying habits" 14% of respondents strongly agree, 60% agree, 16% disagree, and 10% strongly disagree. Based on the fourth statement, "I research the ethical backgrounds of companies that I purchase from" 14% of respondents strongly agree, 34% agree, 32% disagree, and 20% strongly disagree. Based on the fifth statement, "I use natural products, that are not necessarily Cruelty-Free" 20% of respondents strongly agree, 48% agree, 38% disagree, and 14% of respondents strongly disagree. Based on the sixth statement, "I am aware of Organic products and use them" 34% of respondents strongly agree, 34% agree, 28% disagree, and 4% of respondents strongly disagree. Based on the seventh statement, "I focus a lot on ingredients when purchasing cosmetics" 26% of respondents strongly agree, 46% agree, 24% disagree, and 4% of respondents strongly disagree. Based on the eighth statement, "I am aware of the use of toxic/harsh ingredients in some brands" 30% of respondents strongly agree, 50% agree, 12% disagree, and 8% of respondents strongly disagree. Based on the ninth statement, "I make an effort to take advantage of discounts/promotions when buying my products" 54% of respondents strongly agree, 32% agree, 10% disagree, and 4% of respondents strongly disagree.

Classification Questions

Question 19 questioned what age category the respondent fell into with the results being: 0% under the age of 17, 80% answered between 18 and 24 years of age, 17% were 25-34, 4% were 35-44, 0% were 45-54, and 2% of respondents were older than 55 years old.

Question 20 asked respondents their gender identity to which 72% were female and the remaining 28% answered male. None chose other.

Question 21 questioned the current residency of respondents where 14% lived in the Bronx, 52% in Brooklyn, 8% in Manhattan, 16% in Queens, 4% Staten Island, and 6% answered Other.

Question 22 asked respondents about their Ethnic Background to which 16% answered African-American, 32% answered Hispanic/Latino, 24% answered Asian, 16% answered Caucasian, and 12% answered Other.

Question 23 asked the current Marital Status of respondents where 12% answered married and 88% answered single, and 0% of respondents answered widowed, separated, or divorced.

Question 24 asked respondents their current Employment Status to which the statistics were as follows: 28% Employed Part-time, 8% Employed Full-Time, 14% Employed Part-Time Student, 16% Employed Full-Time Student, 4% Self Employed, 32% Unemployed, and 0% Retired.

Question 25 asked respondents what is their annual income where 26% answered that they made less than \$10k, 16% \$10k-\$14,999, 12% \$15k-\$19,999, 2% \$20k-\$24,999, 0% \$25k-\$29,999, 0% \$30k-\$34,999, 0% \$35-39,999, 2% \$40k-\$44,999, 0% \$45-\$49,999, and 2% made more than 50k.

Question 26 asked respondents their highest level of education completed. Results showed that 0% had some High School, 2%0 answered that they were High School Graduates, 60% responded that they had Some College Experience, 10% were College Graduates, and 0% had some Graduate School or completed that level of Education.

Tables and Figures

Tables 1-5:

Consumers important factors when Purchasing Beauty Care

Table 1

Factors	Very Important	Important	Somewhat Important	Not important at all
Price	22 (44%)	18 (36%)	8 (16%)	2 (4%)
Brand Name	12 (24%)	16 (32%)	17 (34%)	5 (10%)
Active Ingredients	17 (34%)	17 (34%)	12 (24%)	4 (8%)
Promotions/ Discounts	24 (48%)	8 (16%)	10 (20%)	8 (16%)
Cruelty-Free Status	16 (32%)	11 (22%)	16 (32%)	7 (14%)
Quality	32 (64%)	15 (30%)	3 (6%)	0 (0%)
Fragrance	16 (32%)	17 (34%)	15 (30%)	2 (4%)
Variety in line up	8 (18%)	20 (40%)	16 (32%)	5 (10%)
Shelf life	15 (30%)	17 (34%)	13 (20%)	5 (10%)

Question 3: How important are each of the following factors when purchasing cosmetics?
Source: Soap4Me Research Firm 2018, Dove vs Bath & Body Works

Consumers Brand Loyalty

Table 2

Level of Loyalty	Total # of Respondents	Percentages
Very Loyal	7	14%
Mostly Loyal	20	40%
Somewhat Loyal	21	42%
Not Loyal at all	2	4%
Total	50	100%

Question 5: How loyal or disloyal are you to your most preferred brands of cosmetics?
Source: Soap4Me Research Firm 2018, Dove vs Bath & Body Works

Consumers Preference in Variety when Purchasing Beauty Care

Table 3

Brand	Fragrances	Bottle size	Gel Soap	Bar Soap	Formula
Dove	21 (42%)	17 (34%)	11 (22%)	33 (66%)	9 (18%)
B&BW	33 (66%)	15 (30%)	12 (24%)	2 (4%)	5 (10%)
Clinique	8 (16%)	16 (32%)	6 (12%)	1 (2%)	16 (32%)
Neutrogena	11 (22%)	23 (46%)	10 (20%)	4 (8%)	18 (36%)
Nivea	6 (12%)	11 (22%)	5 (10%)	3 (6%)	11 (22%)
Kiehls	12 (24%)	18 (36%)	6 (12%)	3 (6%)	11 (22%)
Other	1 (2%)	2 (4%)	1 (2%)	0 (0%)	1 (2%)

Question 11: Do you look for variety when purchasing beauty care products? If so, what sort?
 Source: Soap4Me Research Firm 2018, Dove vs Bath & Body Works

Consumers Preference between Dove and Bath & Body Works based on factors

Table 4

Factors	Bath and Body Works	Dove
Variety of Products	34 (68%)	16 (32%)
Pricing of products	15 (30%)	35 (70%)
Long Lasting on skin	14 (28%)	36 (72%)
Product Lifespan	15 (30%)	35 (70%)
Location	14 (28%)	36 (72%)
Fragrances	36 (72%)	14 (28%)
Coupons/Promotions	37 (74%)	13 (26%)

Question 14: In your opinion, which of the following brands of cosmetics is the **BEST** based on each factor listed below?
 Source: Soap4Me Research Firm 2018, Dove vs Bath & Body Works

Consumers Standpoints on Various Statements

Table 5

Statements	Strongly Agree	Agree	Disagree	Strongly Disagree
I only use 100% Cruelty-Free Products.	9 (18%)	24 (48%)	12 (24%)	5 (10%)
I do not mind the testing on animals for cosmetics.	3 (6%)	15 (30%)	15 (30%)	17 (34%)
I am aware of Cruelty-Free Brands and it impacts my buying habits.	7 (14%)	30 (60%)	8 (16%)	5 (10%)
I research the ethical backgrounds of companies that I purchase from.	7 (14%)	17 (34%)	16 (32%)	10 (20%)
I use natural products that are not necessarily Cruelty-Free.	10 (20%)	24 (48%)	19 (38%)	7 (14%)
I am aware of Organic products and use them	17 (34%)	17 (34%)	14 (28%)	2 (4%)
I focus a lot on ingredients when purchasing cosmetics	13 (26%)	23 (46%)	12 (24%)	2 (4%)
I am aware of the use of toxic/harsh ingredients in some brands	15 (30%)	25 (50%)	6 (12%)	4 (8%)
I make an effort to take advantage of discounts/promotions when buying my products	27 (54%)	16 (32%)	5 (10%)	2 (4%)

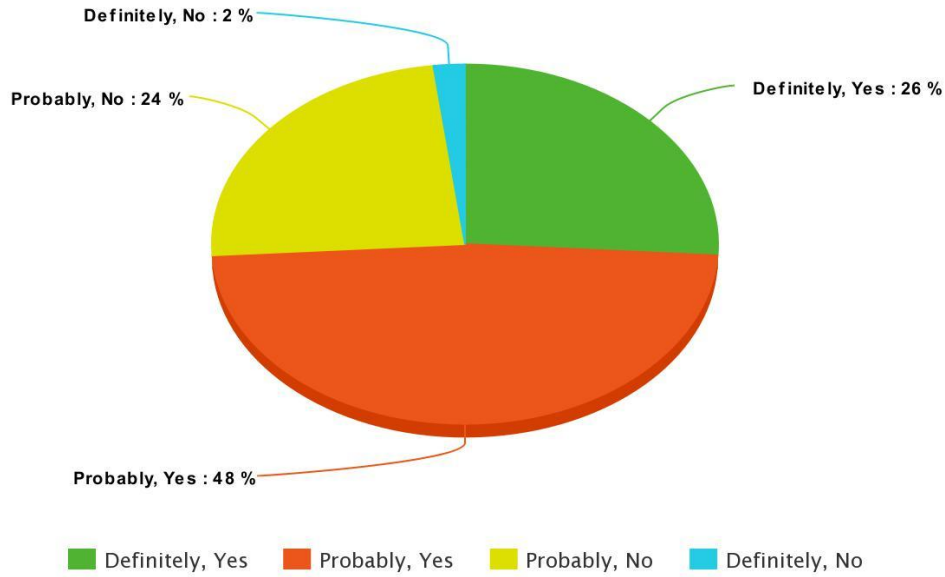
Question 18: How do you feel about each of the following statements listed below?

Source: Soap4Me Research Firm 2018, Dove vs Bath & Body Works

Figures 1-3:

Consumers views on Customer Involvement

Figure 1

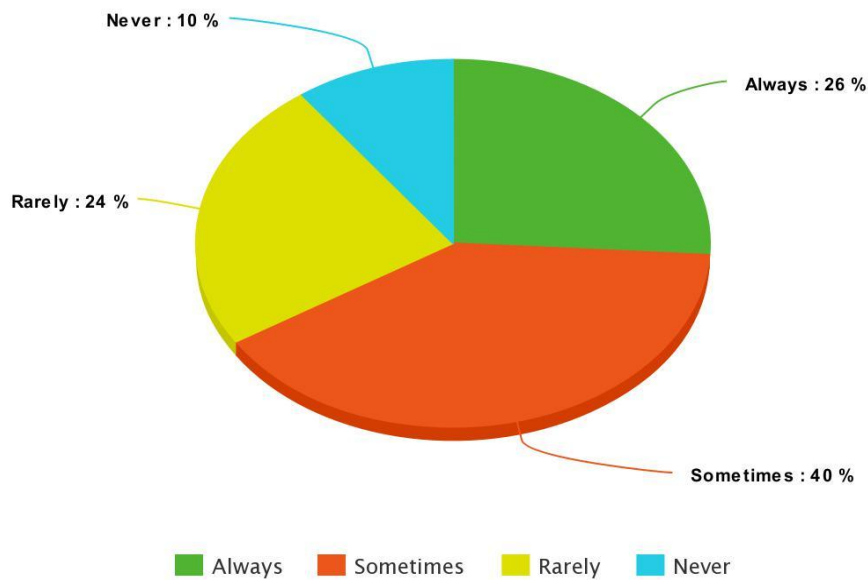


Question 17: Does a company allowing customer involvement with their products influence your preferences in buying from them?

Source: Soap4Me Research Firm 2018, Dove vs Bath & Body Works

Consumers views on Rotation

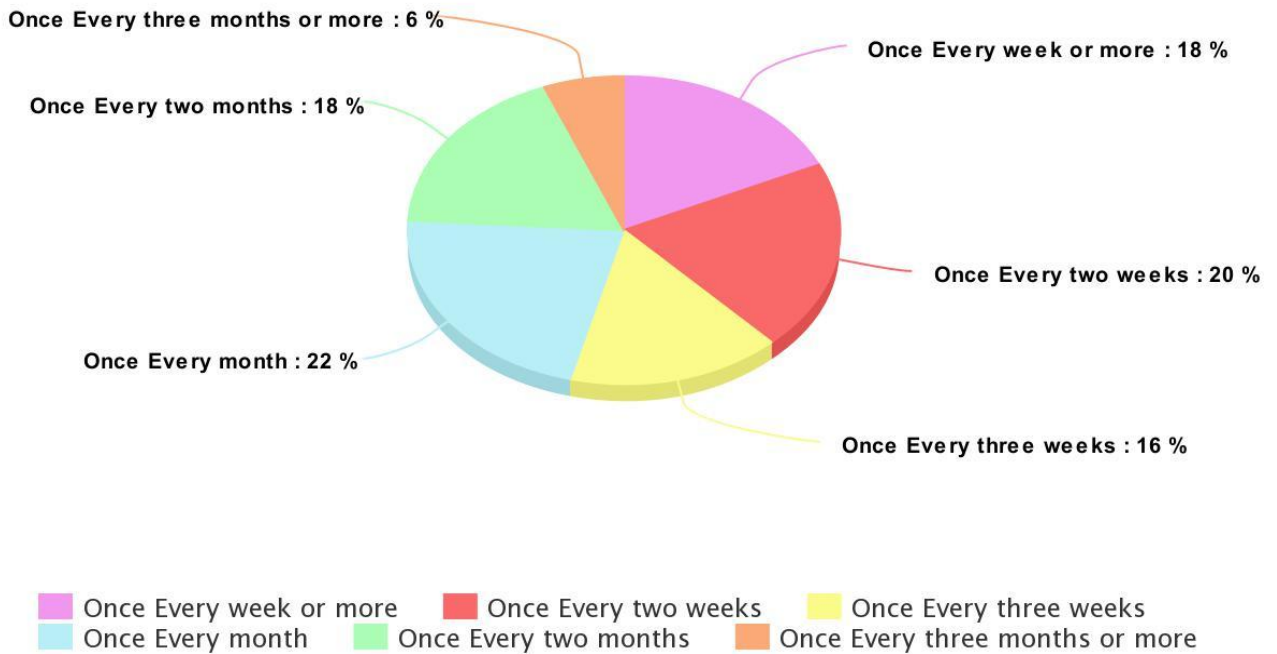
Figure 2



Question 4: Do you ever mix/rotate your cosmetic brands?
Source: Soap4Me Research Firm 2018, Dove vs Bath & Body Works

Consumers frequency in buying Cosmetics frequency in buying Cosmetics

Figure 3



Question 4: How often do you stock up on toiletries?

Source: Soap4Me Research Firm 2018, Dove vs Bath & Body Works



Please note,

The tallying of these results were done to the best of the group's ability.

There is a possibility that these numbers have a slight error due to a mistally or surveys that were not filled out clearly or entirely.

Conclusion

In conclusion, the research gathered from this comparative study has determined that consumers within the cosmetic industry aren't thoroughly informed of animal testing in products. The average consumer doesn't consider the negatives to buying Non-Cruelty Free products from a lack of understanding what is being supported. As a Research Firm, we would like to see motivational factors shift consumer buying habits for an ethical change in the cosmetic industry. This may lead to fewer companies continuing the use of testing on animals and the effect will be measured by consumer interactions. In addition, consumers have preferred to purchase Dove rather than the leading brand, Bath & Body Works. Research reveals that average consumer buying preferences were based primarily on affordability. Even though the price of Cruelty-Free is not always affordable to all financial classes without sales and promotions, people should buy Cruelty-Free products because it lessens the motivation of companies to continue animal testing.

Overall, we expected more people to be more conscious about animal testing in the cosmetic markets, but people mostly had no knowledge as to what companies were Cruelty-Free, even though 64% of our respondents disagree with animal testing in cosmetics. Most people prefer to buy Cruelty-Free products when there's a promotion or ongoing sale. For the most part taking writing and conducting surveys was an enjoyable and informative experience. Not only did we get insight into the different cosmetic brands and the decisions consumers make when purchasing them, but we learned how it feels to be on the other side of things doing these hand on surveys.

Our goal at Soap4Me is to provide Marketing Research Services and raise awareness on animal testing found in cosmetic products.

Do You Fancy Cosmetics?



We, Soap4Me, are a research team that is currently conducting an important survey with New Yorkers who use several cosmetics in their daily routines. Your responses are very important to our research and all information gathered will be kept strictly confidential. We appreciate your time and hope that you answer all questions honestly and to the best of your ability.

-Thank you

(Please continue on the next page)

Soap4Me Survey

1. How often do you stock up on toiletries (such as soaps, lotions, sanitizer, perfume, body wash, etc)?

- Once Every week or more
- Once Every two weeks
- Once Every three weeks
- Once Every month
- Once Every two months
- Once Every three months or more

2. Approximately, how much money did you spend the last time you purchased toiletries?
(Please choose only one):

- | | | |
|---------------------------------------|---------------------------------------|--|
| <input type="checkbox"/> \$10 or less | <input type="checkbox"/> \$11 - \$20 | <input type="checkbox"/> More than \$100 |
| <input type="checkbox"/> \$21 - \$30 | <input type="checkbox"/> \$31 - \$40 | |
| <input type="checkbox"/> \$41 - \$50 | <input type="checkbox"/> \$51 - \$60 | |
| <input type="checkbox"/> \$61 - \$70 | <input type="checkbox"/> \$71 - \$80 | |
| <input type="checkbox"/> \$81 - \$90 | <input type="checkbox"/> \$91 - \$100 | |

3. How important are each of the following factors when purchasing cosmetics? (Please respond to each factor listed below)

Factors	Very Important	Important	Somewhat Important	Not Important At All
Price				
Brand Name				
Active Ingredients				
Promotions/ Discounts				
Cruelty-Free Status				
Quality (eg: lasting results)				
Fragrance				
Variety in line up				
Shelf-life				

(Please continue on to the next page)

4. Do you ever mix/rotate your cosmetic brands?

- Always
- Sometimes
- Rarely
- Never

5. How loyal or disloyal are you to your most preferred brands of cosmetics?

- Very Loyal
- Mostly Loyal
- Somewhat Loyal
- Not Loyal at all

6. Where do you purchase your cosmetic products from the most? (Please choose only one)

- Big-Box Stores (Target, Walmart, etc.)
 - Specialty Stores (Sally's, Ricky's, Sephora, etc.)
 - Pharmacies (Rite-aid, CVS, etc.)
 - Other (Please Specify)
-

7. Do you prefer to purchase cosmetics Online or In-store? (Please choose only one)

- In-store
- Online

8. Does advertising (billboards, commercials) influence your cosmetic purchases?

- Always
- Sometimes
- Rarely
- Never

9. When gifting beauty products, what brands do you usually give to others? Why? (Please choose all that apply).

- Dove
- Bath & Body Works
- Clinique
- Neutrogena
- Nivea
- Kiehls
- Other (Please Specify and also explain why)

(Please continue on to the next page)

10. Given the option between Dove and Bath & Body Works products, which is your preference? Why? (Please choose only one)

- Dove
- Bath & Body Works

Please specify reason(s):

11. Do you look for variety when purchasing beauty care products? If so, what sort of variety? (Respond to each brand listed below).

Brand	Fragrances	Bottle-size	Gel soap	Bar soap	Formula
Dove					
Bath & Body Works					
Clinique					
Neutrogena					
Nivea					
Kiehls					
Other (Please Specify)					

12. About how far are you willing to travel in order to purchase a specific product?

- Less than 1 mile
- 1 to 2 miles
- 3 to 4 miles
- 5 miles or more

13. Do you prefer to buy brands that offer a variety of different products? (Ex: sensitive skin, sunscreen, unscented, extra-moisture, acne, anti-age)

- Always
- Sometimes
- Rarely
- Never

(Please continue on to the next page)

14. In your opinion, which of the following brands of cosmetics is the **BEST** based on each factor listed below? (Please choose only one brand for each factor listed)

Factors	Bath & Body Works	Dove
Variety of Products		
Pricing of Products		
Long Lasting on Skin		
Product Lifespan		
Location		
Fragrances		
Coupons/Promotions		

15. Which of the following is the most important factor that would cause you to purchase from another company? (Please choose only one)

- When prices rise and/or bottle size gets smaller
 - Changes in the formula
 - Discontinued products/fragrances
 - Fewer available promotions (sales/coupons)
 - Other (Please Specify)
-

16. When a company expands their product line, does it interest you to try their new products? (Ex: When a soap company expands to also selling deodorant)

- Definitely, Yes
- Probably, Yes
- Probably, No
- Definitely, No

17. Does a company allowing customer involvement with their products influence your preferences in buying from them?

(Ex: when a company surveys what new fragrance they should release based on customer suggestions)

- Definitely, Yes
- Probably, Yes
- Probably, No
- Definitely, No

(Please continue on to the next page)

18. How do you feel about each of the following statements listed below? (Please respond to each of the statements listed.)

Statements	Strongly Agree	Agree	Disagree	Strongly Disagree
I only use 100% Cruelty-Free Products.				
I do not mind the testing on animals for cosmetics.				
I am aware of Cruelty-Free Brands and it impacts my buying habits.				
I research the ethical backgrounds of companies that I purchase from.				
I use natural products that are not necessarily Cruelty-Free.				
I am aware of Organic products and use them				
I focus a lot on ingredients when purchasing cosmetics				
I am aware of the use of toxic/harsh ingredients in some brands				
I make an effort to take advantage of discounts/promotions when buying my products				

(Please continue on to the next page)

We would like to thank you for responding to this questionnaire. The following are personal questions used for statistical purposes only. The answers to these questions will be kept strictly confidential.

19. What age category are you in?

- Under 17
- 17-24
- 25-34
- 35-44
- 45-54
- 55 or older

20. What is your Gender?

- Male
 - Female
 - Other (Please Specify)
-

21. Where do you currently live? (Please choose only one)

- Queens
 - Bronx
 - Brooklyn
 - Manhattan
 - Staten Island
 - Other (Please Specify)
-

22. What is your Ethnic Background? (Please choose only one)

- African American
 - Hispanic or Latino
 - Asian
 - Caucasian
 - Other (Please Specify)
-

23. What is your current Marital Status? (Please choose only one)

- Single
- Married
- Divorced
- Widowed
- Separated

(Please turn to the last page)

24. What is your current Employment Status? (Please choose all that apply)

- Employed Full-Time
- Employed Part-Time
- Employed Full Time Student
- Employed Part Time Student
- Unemployed
- Self Employed
- Retired

25. What is your annual income? (Please choose only one)

- Under \$10,000
- \$10,000 - \$14,999
- \$15,000 - \$19,999
- \$20,000 - \$24,999
- \$25,000 - \$29,999
- \$30,000 - \$34,999
- \$35,000 - \$39,999
- \$40,000 - \$44,999
- \$45,000 - \$49,999
- \$50,000 or more

26. What is your highest level of education completed?

- Some High School
- High School Graduate
- Some College
- College Graduate
- Some Graduate School
- Completed Graduate School

You have completed the questionnaire! Thank you for your time and cooperation, as it has been greatly appreciated. Please feel free to add any additional comments below regarding this exciting topic:

Thank You!

Exhibits

Formula: Median = LCL + C ((n/2-cf)/Fmedian)

Exhibit 1: What age category are you in?

Age	Frequency
Under 17	0
18-24	40 → Median Class
25-34	7
35-44	2
45-54	0
55+	1
N=50	

Show your work:
 LCL=17 C=7 N/2=25
 Cf=0 fMedian=40
 $17 + 7(25 - 0/40)$
 $17 + 7(0.625)$
 $17 + 4.375$
 21.375 ← Median

Exhibit 2: Approximately, how much money did you spend the last time you purchased toiletries?

Price Range	Frequency
<\$10	3
\$11-20	15
\$21-30	8 → Median Class
\$31-40	5
\$41-50	1
\$51-60	6
\$61-70	4
\$71-80	2
\$81-90	4
\$91-100	1
\$100+	1
N=50	

Show your work:
 LCL=21 C=9 N/2=25
 Cf=18 fMedian=8
 $10 + 9(25 - 18/8)$
 $10 + 9(0.875)$
 $10 + 7.875$
 17.875 ← Median

Exhibit 3: What is your annual income?

Income Bracket	Frequency
Under \$10,000	26 → Median Class
\$10,000 - \$14,999	8
\$15,000 - \$19,999	6
\$20,000 - \$24,999	4
\$25,000 - \$29,999	1
\$30,000 - \$34,999	0
\$35,000 - \$39,999	2
\$40,000 - \$44,999	1
\$45,000 - \$49,999	0
\$50,000 or more	2
N=50	

Show your work:
 LCL=10,000 C=9,999
 N/2=25
 < \$10,000 ← Median
 **Note: Median cannot be specified/calculated due to data limitations