



(LCMB7006) INTERNATIONAL MARKETING

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Introduction

International marketing can be defined as the marketing of products outside the domestic boundaries. It provides an opportunity for international trade and for the expansion of brands across the countries. It is an integral part of business activity that directs the flow of goods and services to consumers and users in more than one nation. The study is going to focus on a high-involvement product present in more than one country to analyse marketing strategies used by the brand in different countries. It is going to focus on Dove Beauty bar in the context of the UK and USA to compare and contrast the marketing strategies in the international context. It is high involvement product as the product range of the brand varies and consumers look into catalogues and shops to compare prices and products for themselves. There are a number of beauty brands present offering the same products at comparatively low price. Consumers spend time and think before taking any decisions before purchasing any beauty and skin care products. It has been considered as high involvement product as Dove uses a competitive price range and the range of the soap bar is high than its competitors in the segment such as Nivea. This report is focusing over Unilever organizations and its operations are compared in United Kingdom and United states. At the same time, it has operations in several other countries as well. Its marketing strategies and other strategies has been analysed in this report through different models and theories which involves PESTEL analysis, SWOT analysis, Ansoff matrix as well as Porter's five forces. Based on which, recommendation are suggested. In addition, companies market position and strategy comparison has also been made through positioning matrix.

Company background

Unilever started its journey in 1929 in the UK which indicates the revolutionary beauty soap bar Dove that was dermatological accepted all over the world. The company provided wholly premium superior care for customers and helped to build positive self-esteem through its projects for people.

Description of the product

Dove soap has mainly a USA-based product which is made with $\frac{1}{4}$ moisturising cream and mild clearness. Dove Beauty Bar has been responsible for caring for the skin and effectively washes away dirt and germs (Dove.com, 2023). It has been a care brand which is owned by Unilever and the beauty bar of Dove has been responsible for ensuring clear than soap and also leaving clean skin and soft and smooth skin. This product has been highly involved in the UK and USA as people used this product for soft and smooth skin. Dove soap minimised.

The Macro Environment

PESTLE

Factors	UK	USA
Political	Political stability in the UK refers to 0.54 (Theglobaleconomy.com, 2023)	The political stability index of the USA refers to 0.
Economic	- GDP rate of the country is over 2.2 trillion British pounds in 2022(Clark, 2023) - Beauty and care brands have contributed 24.5 billion Euros to the economy	- The GDP rate of the USA is around 25.46 trillion US dollars (BeaNews,2023) - Revenue earned by the beauty and cosmetic industry is around 49 billion US dollars (Statista.com, 2023)
Social	- Consumer spending on beauty products is around 27.56 billion British pounds (Petruzzi, 2023) - In the UK, 18.16 million consumers have used Dove beauty soap and liquid handwash (Statista.com, 2023)	- The annual expenditure of US consumers on beauty and personal care products is around 199 US dollars (Petruzzi, 2023) - Around 117.45 million consumers have used Dove products in the country (Statista.com, 2023)
Technological	- Beauty brands are using AI and AR-powered software to keep customers engaged - The beauty tech market is expected to grow by 16.7 % between 2021 and 2026 (Statista.com, 2023)	- The beauty tech market can have the growth by 3.50% between 2023 and 2028 (Statista.com, 2023) - Tech-driven purchases in the US have generated

		about 1.35 billion US dollars (Statista.com, 2023)
Legal	• Beauty and cosmetic brands are regulated under Cosmetic Regulations Act 2013 in the UK (Gov.uk, 2023) • Regulations are maintained under Consumer Rights Act 2015	• Presence of The US Federal Food, Drug and Cosmetic Act (Fda.gov, 2023) • Presence of Consumer Product Safety Law
Environmental	• The emission rate of the country is around 339.5 million metric tons (Statista.com, 2023) • In 2021, around 2.5 million metric tons plastic waste has been generated in the country (Statista.com, 2023)	• The emission rate of the country has increased and reached to 6.34 billion metric tons (Statista.com, 2023) • Plastic waste has been generated by 40 million metric tons (Statista.com, 2023)

Table 1: PESTLE

There are different factors which can contribute to the growth of organization. For an instance, stable political condition in UK, apparent spending over beauty products but as compared to UK, USA is much bigger economy with higher GDP and annual consumer spending as high as 199 US dollars over beauty and care products, which can definitely be an advantage in USA for the firm when compared to UK. However, environmental factors are a concern for the firm in USA as compared to UK.

Analysis

Based on the PESTLE analysis, it has been identified that the political situation in both of the countries is stable. The GDP rate of the UK is over 2.2 trillion British pounds in 2022 and beauty and personal care brands have contributed around 24.5 billion Euros to the overall economy of the UK. It has been identified that in the beauty and personal care market 44% of

the revenue is generated through online sales (Statista.com, 2023). On the other hand, the GDP rate of the USA is around 25.46 trillion US dollars and the personal care and beauty industry has generated around 49 billion US dollars in the USA. By analysing the social factors, it has been identified that consumers spend around 27.56 billion British pounds and 18.16 million consumers have used the products of Dove.

In the context of the USA, it has been identified that consumers have spent around 199 US dollars and 117.45 million consumers have used the products (Petruzzi, 2023). Based on these factors, it has been identified that in terms of consumer preferences, the product is more popular in the USA. The annual expenditure of consumers on cosmetics and personal care products has increased in the USA. It has been identified that skin care products including facial cleansers and soaps have the highest number of sales units which has contributed to the growing success of the category in the US.



Figure 1: Beauty tech market in different countries

(Source: Statista.com, 2023)

In the UK, the brands are using AI and AR technology in order to create marketing based on personalised skin care predictions. The beauty tech market can be developed by 16.7% between 2021 and 2026. In the context of the USA, the beauty tech market can be developed by 3.50% between 2023 and 2028 (Statista.com, 2023). In the UK, the brands are regulated under Cosmetic Regulations Act 2013 and Consumer Rights Act 2015. The presence of the FDA in the USA makes it important for the brand to comply with standards to assure the safety and security of products. The emission rate in the USA is higher than in the UK which makes it important to adopt sustainable practices in marketing. The plastic generation rate in the UK is 2.5 million metric tons while in the USA, 40 million metric tons of plastic have been generated.

Hofstede's cultural dimension

Hofstede's cultural dimension is a framework that provides a detailed analysis of the cultural difference between countries based on cultural dimensions. The dimensions that help to understand cultural differences between countries include power distance, uncertainty avoidance, individual collectivism, masculinity, orientation and indulgence. As mentioned by Huang and Crotts (2019), the framework is used to get insights into the cultural dimensions of managing international business. Based on the power distance dimension, it has been identified that the UK has scored lower rankings and it reflects the society that believes that inequalities among people should be reduced. On the other hand, the US has a score of 40 higher than the UK which defines power as the degree to which a person can influence other people's ideas. The dimension impacts consumer behaviour in a country and consumers in high power distance countries prefer luxury brands to countries with low power distances. It has been identified that in the UK 49% of consumers prefer low-priced products in the UK (Statista.com, 2023). On the other hand, US consumers have a preference for luxury products and brands.

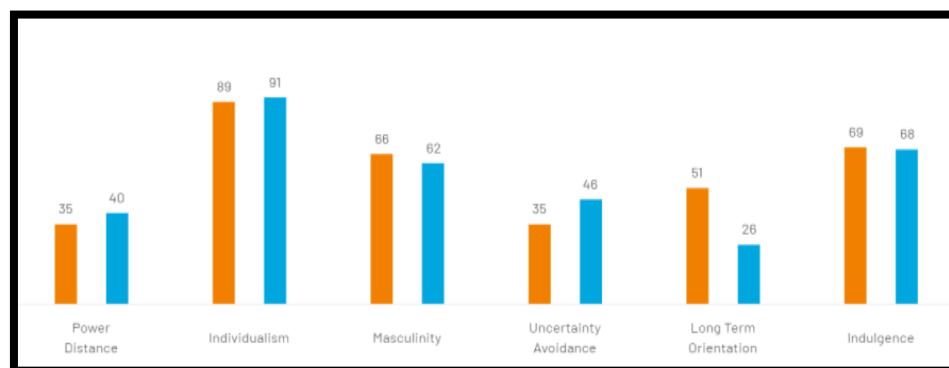


Figure 2: Hofstede's cultural dimension

(Source: Hofstede-insights.com, 2023)

The UK has around 89 on the individualism dimension and it has been considered one of the individualist countries with a desire for personal fulfilment. The US has scored 91 and it indicates that they are more concerned about taking care of themselves. Highly individualistic consumers are likely to purchase things for self-enhancement. With a score of 66, the UK has been identified as a masculine society driven by success. The US has scored 62 and it explains that the culture combines a high masculinity drive and an individualist drive. Masculine culture focuses on assertiveness, material success and power which influences the marketing of brands. The UK has a low score of 35 on the uncertainty avoidance index and it reflects that the country is more comfortable with ambiguity. The USA has an average score of 46 on this dimension and it reflects that the country has a moderate degree of acceptance for new concepts, products,

and innovations and consumers are willing to try something new. It is reflected by the tech-driven purchases that have generated revenue of 1.35 billion US dollars (Statista.com, 2023). The UK has an intermediate ranking in the dimension of long-term orientation while the USA has a low score of 26.

Low long-term orientation culture reflects the fact that change can occur at any time and more rapidly. As stated by Iran *et al.* (2019), different cultural drives can influence consumption patterns in a particular country. Consumers with high long-term orientation purchase things that can be utilised for a long time in the future. Consumers in short-term orientation countries buy things for present use only. It has been identified that the UK has a high score of 69 on the indulgence dimension and it refers to the culture to being highly indulgent with a willingness to realise impulses and a desire to enjoy life. On the other hand, the US scored 68 on this dimension which reflects the society as an indulgent with a combination of normative scores. American society is characterised by its contradictory attitudes as the people have impulses and desires to enjoy life as well as the willingness to work hard. It can be stated that people in highly indulgent countries allow free gratification of human needs and desires and it impacts consumer behaviour by allowing purchasing things. As stated by Escandon-Barbosa *et al.* (2021), indulgent consumption and purchase refer to the choice to select and enjoy pleasure from the alternative options. On the other hand, restraint culture controls the impulses and gratification of needs by following strict social norms. The brand needs to evaluate the markets to target the correct gender for this particular product as defined by the cultural dimension. Culture with high ambiguity prefers the product with a secure advantage. It has been identified that promotion in high indulgent culture needs to be done by focusing on the consumers who allow gratification of needs. The marketing of the brand should fit into the traditional structures for markets in the markets with high orientation scores while marketing should focus on short-term benefits for short term orientation markets (Hofstede,1991)

Hofstede model provides different advantages such as provision of basis for cross cultural understanding through which cultural dimensions can be understood which in terms helps the business. However, it has some limitation as well. It sometimes oversimplifies complex structures and observes some directions only. Also, it does not cover the changes which occur over time.

Porter's five forces

<i>Competition in the market (High)</i>	<i>Bargaining power of customers (high)</i>	<i>Bargaining power of suppliers (Low)</i>	<i>Threats of substitutes (moderate)</i>	<i>Threats of new entrants (low)</i>
Too many soap-making companies	Many options for customers	Too many suppliers in the market	Rivals focused on better quality new products	Difficult for a new company to establish itself among many competitors

Table 2: Porter's five forces analysis

(Source: Self-created)

In the market, the company faced threats from too many rivals and customers' interests have changed to new products that become a serious threat. There have been too many suppliers so this threat has been low and the new company has not been able to establish itself in the market quickly which has become a low threat.

SWOT

Strength	Weakness
• Excellent market presence through advertising and branding	• Intense competition in the FMCG market
Opportunity	Threat
• Involved with corporate tie-ups to generate more revenue	• Fake and imitation products affect the company's image

Table 3: SWOT analysis

(Source: Self-created)

Analysis

Based on the above table the product itself has a major market presence, though the FMCG product has more intense market competition. It involves tie-ups for more revenue while fake and imitation products damage a company's image..

STP analysis

Segmentation

Segmentation factors	UK	USA
<i>Demographic</i>	• Young age customers • Mainly female customers	• 15-25 age group female customers • Unmarried female customers are the main targets
<i>Geographic</i>	• Urban cities such as London, Manchester and others • Semi-urban city customers will be also targeted	• Mainly customers from popular urban cities such as New York, Los Angeles and others will be targeted • Customers from low-income backgrounds will be also larger from the less-popular cities
<i>Psychographic</i>	• In 2021, almost 18.16 million people used Dove bars of Soap (Statista.com, 2023) • High-class and high-skin maintenance people are the targets	• Women who mainly value natural beauty are the target • In 2020, almost 117.45 million USA people used Dove soaps (Statista.com, 2023)
<i>Behavioural</i>	• Customers who mainly remain loyal to the brand • People mainly needed changes in the products	• Women who looking for natural personal care products • Customers who mainly used products from the same brand

Table 4: Segmentation factors analysis of UK and USA

It can be analysed that in both countries Dove product has been mostly used by women so the company has focused on targeting female customers who mainly are young in age. The company has decided to target mainly urban areas of the countries such as London in the UK and New York in the USA as most people from their used this product. High-class background women who mainly preferred natural beauty and valued their skin mainly have been the target customers of this product. In the UK and USA both countries, people have focused on using Dove soaps for caring for their skin. According to a survey, almost 93% of the US respondents

knew the brand, and 52% of them liked the brand (Statista.com, 2023). The product in the UK mainly targeted the customers who remain loyal to one brand and who preferred changes in the products.

In the USA, the company has also focused on targeting customers who mainly liked to use only one brand of products and who preferred only natural products. It can be understood that in the USA, products have been mostly used by the people in comparison to the UK so the USA has mostly targeted countries by the brand.

Targeting

The product has focused on targeting mainly women customers who are young and middle-aged as that can be able to develop their sales in the market. Women who mainly focused on using natural beauty products have been the target of the brand and the company has decided to target customers who mainly preferred changes in the market. Successful businesses mainly know exactly who their customers are (Hbr.org, 2023). Product prices are between medium to high so in both countries, high and low-income backgrounds customers have been targeted and especially women from higher classes have been targeted by the brand. In both country markets, the company has targeted women who invested in natural skin care products than artificial creams.

Positioning

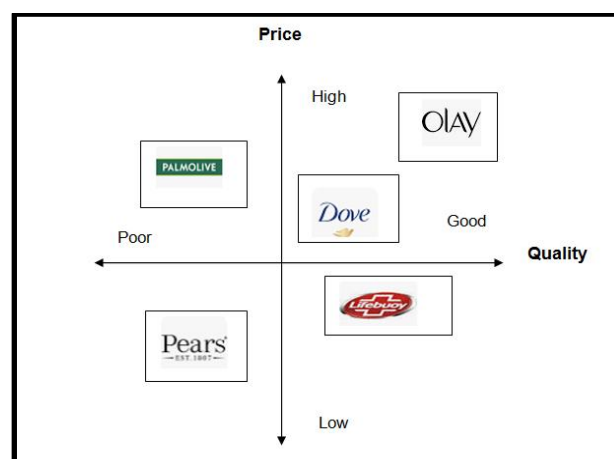


Figure 3: Positioning map of Dove based on the USA

(Source: Self-created)

In the USA, there have been different soap brands available which have been responsible for giving Dove tough competition. Lifebuoy, Pears, Olay and Palmolive have mostly used brands in the USA which gives tough competition to Dove soaps. The company needs to focus on lowering product prices than the brands as that can develop its business more.

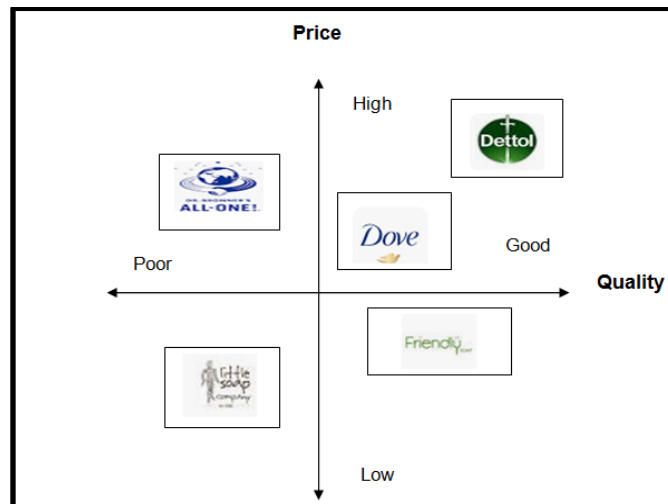


Figure 4: Positioning map of Dove based on the UK

(Source: Self-created)

In the UK, people mainly used Dettol, Friendly Soap, Dr Bronner's, Little Soap company and other brand's products which were responsible for giving the company tough competition in the market. Natural ingredients have developed in the products which can be able to develop the business of the company in the market.

7P marketing mix

Product

Dove has focused on high-quality soap products provided in both the UK and the USA and always focused on quality improvement. In the UK the company has focused on the quality strategy and focused on developing the quality by using more natural elements in the soaps which have preferred by customers, the quality of soap production mainly has been optimised by analysing its moisture content, fragrance, pH value and physical properties. In the USA, the brand has focused on cost strategy and decided to lower the costs of the products than other soap brands for attracting more customers towards the company.

Price

Dove mainly has focused on a competitive pricing strategy as it has been a highly competitive segment. The company in the USA has focused on premium prices set for the products as the products mainly have been for upper-class people. Prices of the Dove Pure and Sensitive Cream Bar set have been £12.49 and the hypoallergenic cream bar of Dove price has been £3.99 (Ebay.co.uk, 2023). On the other hand, due to the low demand in the country, the brand has sometimes reduced the prices of the soaps. In the UK, products have been priced slightly higher than the competitors as the brand ensured that it maintains high product quality and packaging which has been able to justify the high pricing.

Place

Dove has focused on selling their products in almost 80 countries and the UK and the US have been mostly choice countries for selling the products. In both countries, the brand has used the distribution channels of its parent company The Maker of Dove Soap has defended its decision to keep operating in Russia after more than a year after the country instead of the Ukraine issue (Bbc.com, 2023). Unilever in the USA, the products have been available in supermarkets, stores, whole-sellers and others. In the UK, people mainly focused on purchasing Dove soaps from online portals. Products have been transported to the warehouse from the factories where agents have sold the products to the stockist and then to the retailers.

Market entry methods

As far as market entry methods are concerned, there are several methods for an international business organization such as Unilever. Different methods could be FDI, acquisition and Merger, licencing, and joint venture and many more. Unilever as chosen foreign direct investment as it has numerous manufacturing facilities in different countries with an efficient distribution network.

Promotion

The promotional strategy of Dove mainly has been for young and aspirational women and it focused on the “Campaign for real beauty” campaign which focused on the self-esteem of women. In the USA, the brand has promoted its soaps through videos and short films and different new and unique ad films have focused on this brand. As opined by Hanaysha (2022), social media marketing features make direct and indirect effects on the purchase decision of customers via brand trust. Curvy women have been used by the company as models for fighting the ideal body shape image created and also focused on videos released that showed models’ editing process. In the UK, Dove has focused on using magazines for giving descriptions about the products and social media marketing has focused on the promotion of the products in the market.

People

Dove has a wide target audience between the age of 18 and 35 who are concerned about skin and personal care. The brand has focused on people, who are concerned about personal care, particularly women who value beauty products.

Packaging

Packaging has been used as physical evidence with aesthetic illustration on the packaging to provide a traditional value. The packaging is easy to use and the illustration depicts scenes from

mother love to Mother Nature (Dove.com, 2023). It has a quiet aesthetic appeal and a cutout of a dove has been placed in the middle to put an emphasis on natural beauty.

Process

Process refers to the method by which products are delivered to customers. Dove uses an emotive campaign to connect with customers at a personal level. Dove mainly uses the distribution channel of the parent company Unilever and products are transported to the warehouse, from there C&F agent sells to stockiest and stockiest to retailers (Dove.com, 2023). Dove products are available in general stores, chemists, wholesalers and supermarkets.

Directional development

Directional development strategy mainly has been responsible for keeping the company focused in the most strategic way possible. It has been responsible for enhancing the overall revenue of the company and the development of product sales of the company. Dove has focused on natural ingredients used in the soaps and also focused on the introduction of different natural minerals which have focused on developing the skin of the customers. In comparison to the UK, in the USA there has been mainly revenue that has increased by a better percentage which helped the company to develop the business better. soap consumption patterns have changed since the pandemic situation and there have been many soap cleaning product varieties. In the USA, there have been more Dove users than in the UK so the brand has developed its business more in the USA market through directional development.

The brand has focused on inviting its customers to reflect on self-esteem and self-acceptance which has been an effective strategy for the company. Dove has focused on empowering messages aimed at women which have been responsible for developing the business of the brand in the market. Unilever has focused on using less sexist ads for the promotion of Dove soaps and it pledged to remove sexist stereotypes from its own ads (Bbc.com, 2023). In the USA market revenue. USA people have focused on using Dove products more and the brand has been responsible for enhancing the revenue of the company. Geographic expansion has been focused on by the brand as its directional development strategy which has been responsible for developing the business of the company in the USA.

Similarities and differences across a wide range of variables

Between two different countries, there are various similarities and similarities might identify cultural dimension differences. The cultural dimension manipulates international business and product marketing. These two countries are nurturing different cultural backgrounds and their living standards are different. A particular product acceptance may vary in two different

countries which reflect on the communities. The cultural dimensions encourage the behaviours of the consumers towards the products (Guo *et al.* 2020). The individualism that has been found from the Hofstede evaluations is the countries are approaching individual demands towards the product. The countries are very similar in product choice which indicates product acceptability in both countries. These two countries are opting for products as per self-development while the masculinity society of these countries is driven by successful marketing and selling of products.

Alternatively, the uncertainty brings similarities in product acceptance due to the cultural dimension. The UK is a very prejudiced country that is not open to any cultural disruption and indicates vagueness to the system. However, the USA is a digitally disruptive country and it is influenced by the global products that indicate innovation and try out various new products. The population of the country is very open-minded regarding product acceptance which indicates they are always trying something new. The intermediate ranking of these two countries is very different as the UK has opted for long-term orientation for business in the new country while the US has aimed for short-term orientation. The US is more of an experimental stage for trying out new products while the UK is very focused and clear about their demands from the brand.

Moreover, the political, economic, social, legal and environmental factors are also important to evaluate these two countries' cultural dimensions. These two countries are very different regarding these components and try to evaluate the growing market of the organisation. The product has been globally accepted and the UK as the domestic market is familiar with the products and accepted its value gladly. However, the US has been always in a trial mode that tries to experiment with various products. Dove Soaps a worldwide recognised product has a reputation among the global population that indicates the actual scenario of product acceptance. The countries have different market environments and the population's demands are very different fulfilling those indicating the actual product market (Genc *et al.* 2019). The revenue growth in these countries depicts product acceptance while marketing helps in it. The marketing process is still different and it must hit the native people and indicates transparency in the selling. The product must have been bonding with the population that creates strong relationships with the brand and the community.

Organisational Approaches and Strategies

Ethical and practical approaches to Plan and Develop

In international marketing ethical approaches to plan and develop needs the transparency of products and service safety. The ethical practices are related to product pricing, fair trading

policies, labour sourcing, and fair wages for employees, fair promotion of products and product packaging. Business ethics are important in international laws that indicate trust among consumers that contribute to sustainable development and mitigate risks (Jiang *et al.* 2020). **Unilever** operates business in the domestic market with high involvement product **Dove soaps** and in foreign markets ethical standards are very different and staff managed it to some large degree. **Dove soaps** choose the extent to grow in the foreign market needs to maintain core ethical as well practical approaches for business.

The product enters a foreign market that develops local operations that provide safe working conditions, pay living wages and limit environmental impacts on society. In the foreign market, **Dove soaps** need to address actual and potential customers by imposing legal actions and engaging them in effective communication. The laws of the UK and US are different and the product has to set detailed policies regarding permissible and enforce guidelines to avoid legal conflicts (Weerawardena *et al.* 2019). High-involvement products such as **Dove soaps** influence societies through advertising and have ethical and practical responsibilities to utilize market power positively. The foreign entity declares high profit and low pay taxes while the domestic market indicates low profit and high cost.

Implementation of plans

In international marketing ethical practices depicts the organisation abiding by the laws and always conducting international business that brings benefits to the stakeholders. The ethical practices in marketing need to be fair and honest towards the customers only then the consumers gain faith in the product. **Dove soap** is a high-involvement product and is recognised in the global market. Ethical practices generate more sales in the domestic as well as in the foreign market to enhance product reputation (Chou *et al.* 2020). The **promotional videos or advertisements** help to understand the product variables and their components to the consumers which bring transparency.

Fair ethical practices increase customer satisfaction and loyalty related to the delivery of products with better components and includes advertisements to gain trust among customers. Various **loyalty programs** going to include meeting the customer's trust over the loyalty programs that contribute overall welfare of society (Escandon-Barbosa *et al.* 2019). Ethical Practices in international marketing are likely to provide quality goods and services in that case Dove has a better place to influence the market that provides respect to the rights of employees that adhere to the international laws.

Explanation of managing successful marketing strategies

Effective marketing strategies are for Dove soaps that target specific audiences that mainly focused on the customers' point of view. Marketing strategies contain the product value proposition and key brand messaging that target customers' demographics and other high-level elements. In the process of managing marketing strategies, the management team needs to focus on the goals such as establishing customer engagement and generating leads. Marketers need to understand the nerve of the consumers' demand while **different marketing channels** are improvising the marketing process (Cheng *et al.* 2020). In the process of marketing, it is needed to define the budget marketing and spread advertisements in social media and other press releases to gain coverage for the product. Product management needs appropriate channels that provide various blog posts and find success through appropriate content.

Justification for choosing approach

International marketing refers to the various approaches that have been opted by Dove Soaps to enter the establishment in the foreign market. The cultural, social and ethical factors are quite different between UK and US. The different market strategies mainly obtain a better understanding of the market needs and meet the customer's demands as per their choices. Customer satisfaction is the ultimate goal for the product while the company develops effective marketing strategies to generate high sales value and gain desired profit margins from the targeted market (Zhou *et al.* 2021). Effective marketing strategies that have been included in this study refer to the structured plan and try to communicate the virtues of Dove soaps. The marketing plan that has been opted for development need to justify the way it satisfies the needs of its intended customers and the way it meets needs differently from competitors.

In the process of choosing a marketing strategy for Dove soaps, it sets the product's business goals globally. The marketing strategy identifies potential customers and the way it is intended to reach out to the actual planning for product marketing. The art of making a strategic planning for marketing is an outline for future actions and activities that indicates the coming time of growth in the competitive market. In international marketing the major components are responsible and the strategic goals of business organisations refer to the market goal. System compliance refers to the external and internal operational strategies that depend on the situation. The strategies are aimed at managing the market and the market share to gain competitive advantages for the product (Rust, 2020). The justification of strategic planning for marketing is completely based on the marketing analysis. The two different countries are having different cultural values and that provides a different style of marketing strategies to grab the market share.

Ansoff matrix

<i>Market penetration</i>	<i>Product development</i>	<i>Market development</i>	<i>Diversification</i>
Giving discounts to the existing customers	Development of the quality of new products	Low pricing of soaps to attract customers in a new market	High-quality soap produce and price reduction in a new market

Table 5: Ansoff Matrix

(Source: Self-created)

Unilever has focused on selling the products in its home country US and focused on expanding the products in the UK market. The company has two stages such as product development as in the US it has focused on quality improvement. On the other hand, in the UK it is in the market development stage as existing products have tried to sell in new markets by lowering prices.

Conclusion and Recommendations

Conclusion

It has been concluded that an international marketing strategy is important for the products' market establishment and it helps to generate more revenue for the business. The study has selected Dove soap as a high-involvement product of Unilever that have different marketing strategies in different countries such as the UK and the US. In the process of analysis of the product, the PESTLE analysis has been added to evaluate the actual comparison and strategies for better marketing scope. The study has included Hofstede cultural differences between these two countries that indicate different styles or marketing procedures. The STP analysis and 4P evaluations have been added to understand the market. The product's marketing approaches and its justifications have portrayed the actual phenomenon of the marketing strategy internationally.

Recommendations

The international marketing strategy needs to develop various approaches to make a footprint in the global market. Dove soap is a highly involved product and that indicates global presence still needs a marketing strategy to include for business growth. The product needs to approach in various ways such as ***commodity approach, institutional approach, functional approach*** and ***decision-making approach***.

Commodity approach

This approach refers to the detail of the products and identifies the marketing situations that examined various viewpoints of the customers. Customer feedback is important in the production of products, supply, and promotion of products and distribution of final products. The product needs to present its components with a clear and transparent approach to the consumers that indicate a real picture for the marketing (Paul and Criado, 2020). The product indicates the process is repetitive and time-consuming to establish the product in the new market still the management needs to focus and infuse the product through marketing.

Institutional approach

This marketing approach can develop the activities of wholesalers and retailers that engaged in the marketing. The product face issues in the foreign market regarding middleman in direct communication with the consumers. The retailing nature and the significance of retailing terms of various functions are providing development services. The service development can improve the performance of the product in the new market and is rendered by institutions such as retailing and departmental stores, or online shipping to the customer's address.

Functional approach

This approach can be implemented in different functions in the marketing of products and services. The analysis of each function is related to the importance of its performance in the competitive market. The functional approaches are refers to various functions such as financial, buying, selling, transportation, risk bearing and market information. These factors are the main drivers for establishing business and strategic marketing policies can create based on it (Shams *et al.* 2021). The problems confronted in the performance of each function regarding the product can be resolved only by managing the approaches' activities and trying to understand marketing properly.

Decision-making approach

This approach has the utmost importance in marketing and it includes managing the decision-making regarding the business. The product faced various challenges due to its cultural differences and successful marketing is based on decision making. The marketing manager can be an expert and can analyse situations and take instant decisions on behalf of the company as well as the products' good (Ng *et al.* 2021). The decision-making approach can be controllable and uncontrollable variables that economic, psychological, sociological and political forces that refer to the market changes.

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