

Marketing and Markets in a Digital Age—Individual Case Study on the Bodyshop

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Abstract: *Currently, the Bodyshop has more than 400 cosmetic products. (Body shop UK, n.d). The major products for the company include the Colorings cosmetics, the Mother and Baby product line, and men cosmetic product lines. The company mission can be categorized into two: the first mission is to pursue social and environmental changes and the second mission is to balance the financials and human needs of its key stakeholders such as franchisees, employees, shareholders, and suppliers. The mission aligns with its vision, where the company states that its vision is to ensure that business is not just about many but about the public needs. Also, the company tagline indicates that the company aims to enrich and not to exploit. On that account, the body shop brand has been at the forefront of enriching its consumers through balancing financial and human needs as well as being social and environmentally cautious.*

Keywords: *marketing and markets, Digital age, The Bodyshop*

1. Introduction

In 1976, Dame Anita Roddick started a body shop with only 25 products in the small town of Brighton (Body shop UK, n.d). Today, the company has made a major milestone in tem of expansion and growth. For instance, the company operates in more than 65 countries across the world and offers more than 1000 products Natura & (Body shop UK, n.d). Co. The company is the current owner of the body shop brand. however, the company was owned by a company called L'Oréal from 2006 to 2017. Accordinging to Body shop UK, (n.d) body shop was worth £880 million as of 2017 when the Brazilian-based company acquired the company. Natura company offers cruelty-free products. therefore, the company believes in products that do not harm the animals in the production process. the company is widely known because of its ability to manufacture its products using natural ingredients. In that case, the company has attracted the attention of many customers across the globe because of its position in establishing itself as a brand with the social responsibility of ensuring that it does not harm animals while testing for its products.

2. How body shop Get the Jobs Done

The body shop company since its inception in 1976, the company has established itself as a brand that is concerned with human life and environmental life(Body shop UK, n.d). In that case, the company products ingredients come from natural sources and do not support animal testing products. consumers do not refer to the products they use to be tested on animals as such the cosmetic product that encourages animals' cruelty is disregarded by consumers in major cities across the world. Therefore, the body shop has cut its niche by ensuring that the company sells environmentally friendly products. Consequently, attracting huge markets have acrosseed the world since the current generations are environmentally cautious. The body shop designs its products to suit the customers' needs in skin, facial, body, and hair care needs of its customers. They also ensure that all the company products are natural raw materials and do not involve animal products. moreover, the company does not conduct any animal testing making its products provide the maximum care on the consumers' skin, bodies, and hair.

On that account, the Body shop continues to follow the footsteps of its founder Anita Roddick (Body shop UK, n.d). Anita traveled across the world and examined the type of products that people were using during the pre-industrial era. in that case, she was able to understand the consumer's needs. On that account, she was able to stir the company's growth in cosmetics using natural ingredients based on her experiences around the world. Even after selling the company, she continued to monitor the company's operations and how they were aligning themselves with social and environmental issues. By

so doing, she has ensured that the company continued producing green cosmetic products as she had envisioned.

3. Market orientation

Ngo Marketing orientation is a marketing concept that focuses on the needs of the consumers^[7]. As such the firm focuses on what the customers want and their needs and produces the products that meet customers' needs. Before Roddick started the body shop, she had gone around the world and observed what the consumers in the pre-industries were using. Therefore, the body shop has strived to produce products that are consumer-oriented over the years. therefore, the company has oriented its products in such a manner it meets customers' needs especially in manufacturing products that do not have animal ingredients. Also, the firm was the first firm to advocate for fair trade thus advocating against the use of animal testing on cosmetic products.

According to Mohammadzadeh, et al, the Marketing mix concept is a concept that the firm managers use to determine the product offering in a particular target group^[6]. Therefore, the company can mix four or seven Ps to determine what their customers want and how they get the products^{[2][13]}.

3.1 Products

The company has more than 1000 products that suit the needs of women and men skin and body cares.

3.2 Place

The company has more networks across the globe operating in more than 66 countries. Therefore, its products are accessible across the globe.

3.3 Promotion

The company has been using its website, social media platforms, and magazine to market its products.

3.4 Price

The company has positioned itself as a brand that caters to high-end customers especially ladies with high incomes. Its product matches the value that it offers to a wide range of customers.

4. The 4.0 and Martech technologies

The Martech technologies have become fundamental in the digital advertising and tracking marketing strategies result ^[9]. In that case, it has around companies in the cosmetic industry to reach a target market. The key Martech technologies that have helped companies such as Natura to excel in reaching a wide range of consumers include creating a website that provides ample interactions for consumers in case, with the body shop, the company uses social media and its website to track the conversation of potential consumers to customers of its products^[4]. Therefore, Martech technologies have helped cosmetic companies to access and process marketing information at a speed that increases the company's market growth.

The Martech technologies help the body sop to track, adopt and scale the marketing strategies faster. based on the above case study, we can prepare a business report for recommending skincare cosmetics to the male Gen Z audience in the Chinese market.

5. Executive

The report recommends different marketing strategies for the skincare product based on the market trends, segmentation, target, and positioning analysis. Based on the analysis the report provides seven recommendations based on the 7Ps of the marketing theories. on that account, the report provides a detailed analysis of how body shop companies can identify generation n z customers, analyze the needs

and wants of such customers, and offer the product that can create value to end-users in the Chinese cosmetic market.

The skin care industry in China has experienced growth in recent days because of the rise in the number of middle-class income earners. For example, marketing in China.com (2021) data indicates that China is the second highest market in China after the United States which accounted for 244.4 billion yuan in revenue. Generation Z ranges are below the age of 20 years and have a greater influence on their parents than any other generation before. Therefore, since the parents of Generation Z in China are middle-income earners entering the Chinese market, the populous population will be an opportunity for a body shop to increase its revenues. Therefore, the report will examine the brand segmentation, market opportunities, and the customer persona for Generation Z consumer.

6. Market Trends Analysis

6.1 Chinese market growth

The Chinese market is expanding faster than any other market in the world^[3]. In particular, the skincare market has become an important industry in China when the Chinese began to open its market to foreigners. Therefore, cosmetic companies have an opportunity to increase their revenue.

6.2 Beauty conscious population

Consumers in China have become more beauty conscious especially the middle-income earners, Generation Z, and the millennials. Generation Z in particular is a more diverse group who are outgoing and do not care about sexual orientations. Therefore, Generation Z is aware of beauty products than the previous generation.

6.3 The skin types

The Chinese population prefers to have white skin, which depicts a sign of wealth, cleanness, and high investments in cosmetics^[14]. Therefore, the majority of the cosmetic company selling skincare in China, have specialized in the whitening of skin cosmetics. Generation Z wants to look more outstanding than the rest of the people, therefore, they tend to purchase products that whiten their skin. Also, unlike the western countries Chinese market population have almost similar skin and as a result, if the company ventures into the market, it should focus on nourishing the oily skin of the Chinese people. In that case, there is an opportunity for the skin market in China since the majority of the people want to whiten their skins.

6.4 The rise in the purchasing power

The Chinese resident has experienced economic growth faster than any other economy. In that account, the economy has been expanding at a high rate as the resident consumer power continues to increase because of the increase of middle-class people in China^[14]. Since the consumer in China are beauty conscious and they like high-end products, there is a market opportunity to exploit. Generation Z has a high influence over their parents and as such, they spend a lot of money from their parents to purchase the products.

6.5 Pollution

The majority of the middle-income earners live in the city where there is pollution and dirt and thus they need to nourish and hydrate their skin from time to time^[14]. Therefore, the skin market in China can succeed.

6.6 Natural skincare

Consumers in China have become more aware of products that are eco-friendly^[14]. Therefore, the cosmetic consumer is more aware of environmental issues that concern beauty products. In that case, the consumers prefer products that are environmental and socially responsible. Therefore, natural products in China have a vast market.

7. Challenges in the skin care industry

The domestic Chinese market has been providing fierce competition^[14]. Also, they offer cheap prices of their products compared to foreign investments. Moreover, when the cosmetic product enters the Chinese market, they are tested with animals, which is cruel. Many consumers do not want such products. Also, the pharmaceutical industries are now venturing in cosmetics in China thus increasing being fierce competition.

Based on challenges and the market opportunity in China, the STP strategy will provide help to provide recommendations on the target customer for the skincare product based on the market opportunity and challenges in the Chinese market.

8. STP strategy

STP strategy is an important tool that helps managers and enterprises to offer its product to the right market^[1]. Therefore, the STP strategy has three steps. Segmentation, target, and position in that respect^[10].

8.1 Segmentation

Segmentation categorizes the market into different variables^[11]. In this case, it is important to define the market areas for the product that the body shop wants to sell. Based on the analysis above, the body shop targets the Chinese market and wants to sell skincare products. On that account, the company market will be segmented based on the occupations. The first segments with ages, that is generation X (39-53), xennials (33-43), generation y (24-38), and generation Z (6-23). Also, based on the demographics the segment will target women, and based on income, middle and high-income earners will be targeted.

8.2 Target

Oestreicher, K. indicates that the targeting stage aims to identify the profitable customer in the segments of the company^[8]. The current segments present different age group segments. Based on the current market share, the majority of the population in China prefers using e-commerce platforms to purchase cosmetics products. Therefore, the target customer should have the traits of spending more time on the internet. Consequently, the character traits of our target customers point out to generation Z and generation Y who have the technical know-how of technology. However, generation Z has been born when technology was in use and therefore they are more familiar with technology than any other generation currently. In that account, generation Z can be the prime target for selling skincare cosmetics in China.

According to Lynn, the target customer is vital as it helps to define the customer and develop the customers' persona which is key in analyzing the company's positioning in the market as well as providing suitable recommendations on the choice of the customer^[5]. In that context, the customer persona based on segmentation and target customer analysis will be developed and its content used to discuss the content of positioning and recommendations.

8.3 Positioning

Thomas and George note that the purpose of the positioning is to enable the firm to enter an existing market^[15]. Therefore, before the company gets a positioning statement it has to identify the key benefits that the product will have on the end-users, the unique features that the product offers to the consumers, and how the product relates to the end-user feeling, emotions, and interests. Therefore, the products should satisfy the end-users in a target market to ensure that the company gets a share of the market. The cosmetic industry in China is competitive and requires thorough research to position a new company product^[13]. Therefore, based on the customers' persona in appendix one, the company positioning depends on the customers' emotions, traits, and goals. On that account, the body shop before entering the market and positioning the market should focus on the goals, interests, and history of the target market. Also, the frustrations of the target market are vital as well as the common geographical problem that affects the customers in the target market.

Saputra urges that Generation Z has several characteristics that can enable the body shop to

formulate the positioning statement in the Chinese market^[11]. generation z is aware of the technology and has been using the technology since birth, in that case, the company should develop its digital platforms that the customers can interact with ease. Also, the emotions and the interests of generation Z are vital in developing the positioning statement for the body shop. Generation Z is a stubborn generation who believes in changing the world. Also, this kind of generation wants to feel appreciated and they have a taste of the high-end products. moreover, generation Z customers want to make more and more money and want success in their careers. In that case, generation Z has higher purchasing power since they are aware of the importance of working extra harder in their careers. Generation Z is also associated with high-quality life in China, therefore, positioning the company in such a market will require the company to develop products that makes the customer have an edge over its competitors. For example, the company can develop a product that can whiten the customers' skins because whitening skin in China is an interest of many individuals in the Chinese market. on that account, the company can be able to develop a framework that is critical in positioning its products.

According to Saputra, peer groups and social media influencers have a high role in influencing generation Z^[11]. Therefore, understanding the key individual who is social influencers in the Chinese market. Also, the peer group in different social media platforms influence the target customers. Therefore, when the customers want to purchase products especially beauty products he researches what other customers are saying in regards to the products. on that account, the customers have a lot of knowledge that they can utilize to purchase the products. therefore, the company should position the product traits should convince those generation Z customers that the product is the ideal one. For instance, the Chinese market is competitive and the customers' knowledge of the existing and new products is insurmountable. Therefore, the company should invest in information technology to influence generation Z customers.

9. Conclusions

The success of the skincare product in the Chinese market will be based on the analysis of the marketing trends, segmentation, targeting, and positioning strategies, of the body shop that has been analyzed in the section above. Also, analyzing the marketing mix, helps the company to develop a strategy that will help the body shop to deliver value to its customers^[12]. The firm can combine different factors to give value to the customer who will purchase the skincare products.

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