



The International Journal

ENTREPRENEURSHIP AND SUSTAINABILITY ISSUES

ISSN 2345-0282 (online) <http://jssidoi.org/jesi/aims-and-scope-of-research/>

2015 Volume 3 Number 2 (December)

ANALYSIS OF MARKETING MIX: NIVEA CASE STUDY

Margarita Išoraitė

Vilniaus kolegija/University Applied Sciences

Didlaukio str. 49, LT-08303 Vilnius, Lithuania

E-mail: misoraite@gmail.com

Received 20 August 2015; accepted 25 September 2015

Abstract. This article analysis theoretical aspects of marketing mix. Articla also present Nivea background, Nivea history, Nivea SSGG analysis, Nivea marketing mix. Article submit study data about Nivea marketing mix. The article takles ICT impact on entrepreneurship by putting emphasis on theoretical aspects of social network, social network marketing. Also article presents research concerning Nivea marketing mix.

Keywords: marketing, marketing mix, price, place, product, promotion, Nivea

JEL Classifications: M31, M37

Reference to this paper should be made as follows: Išoraitė, M. 2015. Analysis of marketing mix: Nivea case study, *Entrepreneurship and Sustainability Issues* 3(2):173-185. DOI: [http://dx.doi.org/10.9770/jesi.2015.3.2\(5\)](http://dx.doi.org/10.9770/jesi.2015.3.2(5))

1. Introduction

Dabija, Dinu, Abrudan, Postelnicu (2014) argue that „retail marketing mix includes assortment, private labels, price and acquisition finance, customer service, communication, store environment, store location, customer loyalty policy“. Alipour, Ghanbari, Moniri (2011) state that prior to 1980, studies of marketing organization focused largely on its role in implementation of the marketing paradigm. Offered 4ps as marketing mix and introduced that to the scientific centers. He introduced four main factors as effective factors in the marketing of products. These factors were product, price, place and promotion. According to Jain (2013) „the marketing mix concept also has two important benefits. First, it is an important tool used to enable one to see that the marketing manager’s job is, in a large part, a matter of trading off the benefits of one’s competitive strengths in the marketing mix against the benefits of others. The second benefit of the marketing mix is that it helps to reveal another dimension of the marketing manager’s job. „ Nivea also has marketing mix. Nivea is an established name in high quality skin and beauty care products. It is part of a range of brands produced and sold by Beiersdorf. Beiersdorf, founded in 1882, has grown to be a global company specializing in skin and beauty care. In the UK, Beiersdorf’s continuing goal is to have its products as close as possible to its consumers, regardless of where they live. Its aims are to understand its consumers in its many different markets and delight them with innovative products for their skin and beauty care needs. This strengthens the trust and appeal of Beiersdorf brands. The business prides itself on being consumer-led and this focus has helped it to grow Nivea into one of the largest skin care brands in the world. Brei, D’Avila, Camargo, Engels (2011) stated that in the current globalized market, companies have seen the internationalization of their activities as a way to remain

competitive. Decision-making concerning the international marketing mix has become critical, especially because of the influence this arrangement has on performance.

Purpose of this article – to analyze Nivea marketing mix.

Object – Nivea marketing mix.

Study methods – literature analysis, case study, questionnaire.

Research problems arise from research questions “Is Nivea have effective marketing mix?”

Methodology. Scientific analysis of the literature and literature analysis was performed in order to reveal theoretical aspects of marketing mix, Nivea marketing mix, Nivea SWOT analysis. Application was used in order to know respondents opinion about Nivea marketing mix.

2. Discussion and results

The **marketing mix** is a **tool to help understand what the product or service can offer and how to plan for a successful product offering**. The marketing mix is most commonly executed through the **4 P's of marketing: price, product, promotion, and place**. In different marketing literature exit 7 P, for example **price, product, promotion, place, people, process and physical evidence**. Successful use of a balanced marketing mix, Nivea has managed to create a clear position in the market. It addresses a need felt by a specific niche segment. Traditional distribution methods are balanced by a unique product and updated promotional strategies. This ensures that the brand message reaches the right people at the right time in the right way. It is vital for any company to focus equally on all elements of the marketing mix while planning for a product. Eventually, there may be a need to divert more resources towards one variable such as strong distribution channels over promotional activities. But this needs to come after a clear plan and strategy has been decided upon. An effective marketing mix can mean the difference between a flash in the pan product or one that is bound to become a well-loved classic.

3. Theoretical aspects of marketing mix

Marketing has evolved beyond traditional economic analysis and is now applied in resolving problems beyond the boundaries of the firm and in attaining societal goals (Lazer 1969). As the marketing function recognized its interface with society, the fields of business ethics and management were independently developing stakeholder theory (Parmar *et al.* 2010; Freeman 1984). Marketing sometimes is defined as marketing mix. Marketing mix is the set of interrelated actions and solutions that meet customers' needs and achieve business goals. Marketing mix consist 4 P: product, price, place, promotion. Product understood as the actions and decisions touching upon meeting the needs of the product development and production, its formatting, packaging, and brand name, warranty, etc.. Element "price" includes all activities related to the product pricing, regulation, and other concessions, price application forms. Element "place" - includes all activities related to the selection of channels, and the transfer of goods into a user-friendly place. Element “promotion” covering the actions and decisions aimed at informing customers about products and persuade them to buy the goods.

Satit, Tat, Rasli, Chin, Sukati (2012) stated that here is sufficient evidence that the 4Ps have a major impact on the decision making process in today's competitive market. The concept of 4Ps is an input component of the customer decision-making model. This model operates on the premise that external influences serve as a valuable source of information about particular products, thus influencing customers' product-related values, attitudes and behaviors.

According Al-Debi, Mustafa (2014) marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. It is important for customers to know Nivea value. Riaz, Tanveer (2012) argue that marketing mix and brand building process are highly interlinked. All stages of brand building process are dependent on marketing mix, which is product, price, promotion and place. To create brands, firms need to design the marketing mix in such a way so that it creates the desired image and position in customers' minds and generate positive response which then could be converted into a strong long lasting relationship.

As stated Naik, Raman, Wine (2005) brand managers need to account for interactions between marketing activities and interactions among competing brands. By recognizing interaction effects between activities, managers can consider interactivity trade-offs in planning the marketing-mix strategies. Kotler (2011) stated, that “marketing will have to reinvent its practices to be environmentally responsible”. At present, marketing managers’ decision -making is typically framed around the traditional concept of the marketing mix, which addresses the needs of individual consumers, but provides little guidance on operating more sustainably, for the benefit of society at large.

In 2004, the American Marketing Association (AMA) adopted the following as its official definition of marketing (Marketing News, 2004):“Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.” In 2007, the AMA adopted the following as its new official definition of marketing (Marketing News 2008): “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Alipour, Darabi (2011) noticed, that the marketing strategy means the regulating and applying the marketing mix. Tools and tactics in marketing are the marketing mix. The marketing mix, mixed marketing, cmarketing tools and marketing tactics are all the words which are used for translating the marketing mix. Mittal, A. (2014) stated, that the marketing mix concept also has two important Roles. First, it is an important tool used to enable one to see the marketing manager’s job is, in a large part, a matter of trading off the benefits of one’s competitive strengths in the marketing mix against the benefits of others. The second role of he marketing mix is that it helps to reveal another dimension of the marketing manager’s job. Doyle (2000) claims that the marketing mix approach leads to unprofitable decisions because it is not grounded in financial objectives such as increasing shareholder value. According to Doyle it has never been clear what criteria to use in determining an optimum marketing mix. According Owomoyela, Olasunkanmi, Oyeniya (2013) marketing mix is a business tool that used by the management of organizations which enable them to remain in global competitive environment. Marketing mix involve the four major areas of decision making (4 P) in the marketing process that are blended and mixed to obtain the results desired by the organization to satisfy the needs and wants of customers. Pour, Nazari, Emami (2013) stated, that marketing mix of traditional management models over - comes dynamic market, where the beggar works, alongside other methods of Anderson and the theoretical parameters of a system developed by the University of Copenhagen in Europe. Methods such as vision of a new product, functional vision are faced with such geographical perspective. As Grönroos (2006) state „marketing is a process , which the updated definition acknowledges, although it seems to include only processes internal to the firm, and hence marketing should be defined as a process and not merely as a structure, in other words not pre-dominantly relying upon a list of decision-making variables. This means that the process nature of marketing should be the backbone of a marketing definition and structural aspects should only provide support to the facilitation of that process. In particular, three elements of the updated definition are discussed: (1) the customer value concept; (2) marketing as managing customer relationships; and (3) marketing as an organizational function. In addition, (4) an intermediate stage between what is done and what should be achieved covering the how aspect of marketing is discussed.

Yasanallah, Vahid, (2012) stated “marketing mix was dominated the market since 1940. In 1964, McCarty developed this idea and revised them as principles recognized as 4Ps today. Marketing mix includes four elements namely product, price, promotion and place”. Akroush (2011) stated that literature has revealed that the 4Ps of the marketing mix have come under criticism by many marketing scholars from different perspectives e.g., services marketing and relationship marketing scholars. For services businesses, the traditional marketing mix framework should be expanded to include the other 3Ps (people, process and physical evidence) as strategic elements, which affect companies’ performance. Marketing involves a number of activities. To begin with, an organization may decide which of its target group of customers to be served. Once the target group is decided, the product is to be placed in the market by providing the appropriate product, price, place and promotion. These are to be combined or mixed in an appropriate proportion so as to achieve the marketing goal. Such mix of product, price, distribution and promotional efforts is known as marketing mix’(Mei 2011). Bamigbola, A.A. (2013) noticed, that marketing strategy is a well-structured plan that highlights the organization’s goals and quest and

the specific process of achieving those set of goals. Marketing strategy is important element which help company to achieve objectives.

Singh (2012) noticed, that the marketing mix is a set of controllable variables that the company can use to influence the buyers responses. Thus marketing manager decides the level of marketing expenditure in order to achieve marketing objectives of the firm and after finalizing the market budget it is decided that how to divide total marketing budget among various tools in the marketing mix. Marketing decisions are categories provided below in the Table 1.

Table 1. Elements of 4 P's (Singh 2012)

Product	Price	Promotion	Place
Design	Retail	Strategies	Special offers
Technology	Wholesale	Skimming	Endorsements
Usefulness	Internet	Penetration	Advertising
Value	Direct sales	Psychological	User trials
Convenience	Peer to peer	Cost -plus	Direct mailing
Quality	Multi	Loss leader	Leaflets/posters
Packaging	channel		Free gifts
Branding			Competitions
Warranties			Joint ventures

These marketing mix elements helps companies better understand their customers and market, to satisfy customer needs. Lee Goi (2009) stated that marketing mix is not a scientific theory, but merely a conceptual framework that identifies three principal decision making managers make in configuring their offerings to suit consumers' needs. The main reasons the marketing mix is a powerful concept are It makes marketing seem easy to handle, allows the separation of marketing from other activities of the firm and the delegation of marketing tasks to specialists; and - The components of the marketing mix can change a firm's competitive position (Grönroos 1994). Palade (2011) argues that ingredients for a good marketing are the 4P's: product, price, promotion and placement. An effective marketing program combines harmoniously all elements of the marketing mix. Marketing mix is the main instrument of the company for obtaining strong positioning on the concerned markets.

4. Nivea background

4.1. History of Nivea

Nivea is a global skin and body care brand, owned by the German company Beiersdorf. In 1882 Pharmacist Carl Paul Beiersdorf establishes the company on March 28. The company began in 1911 when Beiersdorf developed a water in oil as a skincream with Eucerit, the first stable emulsion of its kind. The company's owner, Oscar Troplowitz named it Nivea, from the latin word niveus/nivea/niveum (meaning snow-white). Under Oskar Troplowitz ownership, the company developed several of its own products, including Nivea leukoplast, labello and other. The company Nivea originated from Poland and was bought by Germany investors. During the 1930s, Nivea (Beiersdorf) began producing products such as tanning oils, shaving creams, shampoo and facial toners. In 1911 Nivea cream was born. Soon after its discovery Nivea cream was found in tin yellow box. Imaginative decorative green edge held popular trend in the art of that time. In 1959 logo Nivea cream with characteristics words "cream" first appeared on the Nivea box. This logo known for completely blue box. A successful logo is retained in an unchanged form until today. Their slogan in 1928 was "skin care" and in 1931 "for the house and sports", but they were no longer necessary since the Nivea gained status and internationally renowned classical brand. In 1980 Nivea expanded European market with cosmetics for men, with men balm that has used after shaving, and was not harmful to the skin but also relax. In 1998 Nivea innovation presented with areas of cosmetics: anti-wrinkle ingredient Q 10, and daily care cream. Nivea visage anti-wrinkle Q 10 quickly became a bestselling anti-wrinkle product in the world. (Table 2).

Table 2. Beiersdorf development

1882	Pharmacist Paul C. Beiersdorf establishes the Company.
1890	Pharmacist and businessman Dr. Oscar Troplowitz purchases the Hamburg-based Company from its founder, Paul C. Beiersdorf. He modernizes the production processes, makes first international contacts, and significantly enlarges the Company.
1900	Patent application for Eucerit, (lit. "beautiful wax"), an emulsifying agent. Made from lanolin, found in sheep's wool, Eucerit is the basis for Eucerin and, later on, for NIVEA Creme.
1911	NIVEA is born. Working closely together with chemist Dr. Isaac Lifschütz and dermatologist Prof. Paul Gerson Unna, Dr. Oscar Troplowitz develops the first stable skin cream based on a water-in-oil emulsion, using the emulsifying agent Eucerit.
1920	NIVEA takes its first steps: NIVEA Creme's first commercial film is shown in German cinemas.
1932	Beiersdorf employs more than 1,400 staff on its 50th anniversary.
1943	The air raids on Hamburg cause heavy damage to both production plants and administrative buildings. At the end of the Second World War, most of the Hamburg production plants and administrative buildings have been destroyed. During the war, most Beiersdorf affiliates in countries at war with Germany are expropriated. Beiersdorf also loses its NIVEA trademarks here. Soon after the war, Beiersdorf begins to buy back the trademarks.
1950	PH5 Eucerin is launched on the market. This innovative ointment focuses on the importance of the skin's own natural protective acid barrier in maintaining good skin health. It is the basis for the Eucerin consumer brand.
1963	NIVEA milk – liquid NIVEA Creme in the form of an oil-in-water emulsion – is introduced for all-over body care. A large number of affiliates and licensees expand Beiersdorf's international business in the course of the 1960s.
1972	Main entrance to the Beiersdorf headquarter in Hamburg. Beiersdorf employs more than 10,000 people worldwide.
1982	Launch campaign NIVEA Visage, Belgium. Launch of NIVEA Gesicht (later NIVEA Visage). Start of the steady expansion of NIVEA as a brand for skin and beauty care through a large number of subbrands with an international focus.
1991	La Prairie advertisement. Acquisition of the La Prairie brand, which originated in the famous "La Prairie" clinic in Montreux, Switzerland.
2001	The new strategy allows tesa to become an independent affiliate, enabling it to react more flexibly to consumers and industrial customers.
2002	Florena Creme. Florena, based in Waldheim in Saxony, becomes a wholly-owned Beiersdorf affiliate. The two companies originally cooperated under a "licensed production" agreement before the fall of the Berlin Wall in 1989, and intensified their ties following the reunification of Germany.
2003	Tchibo becomes Beiersdorf's majority shareholder. In October a long struggle for the Allianz stake in Beiersdorf ends happily for the Company. Tchibo Holding AG increases its shareholding from 30.3% to an initial 49.9%, becoming Beiersdorf's largest shareholder. This prevents Beiersdorf AG from being split up. In order to ensure that Beiersdorf remains in Hamburg, the city also temporarily acquires a 10% stake. A new functional organization focusing on the areas of brands, supply chain management, finance, and human resources replaces the previous divisional organization.
2004	The Beiersdorf Research Center in Hamburg. The new Skin Research Center opens in Hamburg. With more than 450 scientists, this is one of the largest and most advanced research centers in Germany, and one of the most important in the world.

2006	Beiersdorf CEO Thomas B. Quaas and Hamburg's mayor Ole von Beust. The world's first "NIVEA Haus" is opened on the Jungfernstieg street in the heart of Hamburg. Beiersdorf's sales exceed €5 billion for the first time.
2007	Slek advertisement, China. In the year of the Company's 125th anniversary, Beiersdorf acquires an 85% stake in C-BONS Hair Care, one of the leading companies in the Chinese hair care market with a well-developed sales network in China.
2008	Beiersdorf joins the DAX! In December 2008, Beiersdorf is included in the leading German equity index, the DAX, which comprises the 30 leading listed companies in Germany.
2009	Beiersdorf opens the NIVEA Haus on Berlin's famous "Unter den Linden" boulevard. This is the world's third NIVEA Haus following the ones opened in Hamburg and Dubai in 2006 and 2008 respectively. In line with the needs of its metropolitan customers, the NIVEA Haus in Berlin, on a space of over 500 sqm, provides brief cosmetic applications for short-term relaxation and recovery.
2010	Beiersdorf introduces the new Eucerin AQUAporin ACTIVE moisturizer, developed using a Nobel Prize-inspired technology. As of fall the aquaporin technology is step by step being integrated in various NIVEA products.
2011	Beiersdorf developed after intensive research, along with textile experts from the prestigious International Textile Institute Hohenstein, a deodorant that reduces stains: NIVEA Invisible for Black & White, the most successful deodorant launch in the history of Beiersdorf.
2011	Happy Birthday NIVEA! With celebrations around the world and a special campaign the NIVEA Creme celebrates its 100th anniversary.
2012	Stefan F. Heidenreich is taking over from Thomas-B. Quaas as CEO of Beiersdorf AG. Mr. Heidenreich has been a member of the Executive Board since January 2012.
2013	50 years after launch of the very first bodylotion in 1963 NIVEA transforms body care again with the launch of its In-shower Skin Conditioner range – a hassle-free way to moisturize while in the shower.

4. 2. Nivea SWOT analysis

Nivea first of all assessed the market. It understood what its male customers wanted. A study of the environment confirmed men were willing to buy a product that would calm and soothe their skin irritated by shaving. An SWOT analysis looked at the internal and external strengths of the business in fulfilling the need, and included an assessment of the brand's position and the state of the market. The company already had a strong presence in women's skincare products, and could easily use the same production, distribution, and promotional set-up for its men's products. The team used research data to forecast market trends over the next three-to-five years, which helped them set specific targets for sales, market growth, and improving brand image. The analysis also considered the state of competitor products in the market. The company used celebrity driven radio, television, and press advertising, adopted experiential activities that engaged consumers through two-way communications, and provided free samples. Such initiatives brought brand personalities to life and added value to the target audience. The focus on product development combined with an emphasis on needs analysis helped Nivea retain in position a market leader in the male facial skincare market, especially in UK (Table 3).

Table 3. Nivea SWOT analysis

Nivea	
Parent Company	Beiersdorf AG
Category	Personal care brands – Skin cream
Sector	FMCG

Tagline/ Slogan	It helps protect your skin; 100 years of skin care for Life
USP	Makes dry skin smooth and irresistible to touch
STP	
Segment	Personal skin care products
Target Group	Middle class all age groups for skin care
Positioning	Positioned in the platform of "Gentle Care" and " Wellness"
SWOT Analysis	
Strength	<ol style="list-style-type: none"> 1. Nivea globally is the brand that has its presence in around 20 product categories in more than 50 countries. 2. Nivea has huge brand recall and equity. 3. Very strong distribution network 4. The packs 'Blue and White' color as its brand element. 5. Excellent advertising and brand visibility makes it a top-of-the-mind brand
Weakness	<ol style="list-style-type: none"> 1. Nivea cream is perceived as a winter cream because of its thickness and oily consistency. This restricts the sale of Nivea skin cream to winters mainly. 2. Intense competition in skincare segment
Opportunity	<ol style="list-style-type: none"> 1. Well reputed and established global brand, every chance to grow in the emerging economies as well 2. Nivea has an opportunity to increase market share 3. Entry in men's segment by focused products
Threats	<ol style="list-style-type: none"> 1. Popularity of other skin care brands 2. Fierce marketing from competitors while Nivea still lies on lazier front.
Competition	
Competitors	<ol style="list-style-type: none"> 1. Vaseline 2. Ponds skin care 3. Johnson and Johnson Petroleum jelly






4.3. Nivea marketing mix


In 1911 the German consumer goods company Beiersdorf brought the now very famous skin cream named Nivea into the market. Nivea has now grown to be one of the biggest skin care brands in the world, selling products in some 150 countries. The Nivea brand encompasses a wide range of body care products. Its assortment includes baby care, bath care, body care, cosmetics, deodorants, face care, hair care, hair styling, hand care, lip care, mature skin care, men's care and sun care. Nivea has clearly been successful in creating strong attributes which people associate with the Nivea product and especially with the blue tin and its white capitals. Nivea has created the image of being genuine, environmentally friendly and offering good quality at a reasonable price. Offering a wide range of products and serving all generations it suggests being an ideal choice for the entire family. In order to analyse how Nivea has achieved this position in consumers' minds, this essay will be looking at the marketing mix and how Nivea has dealt with the four P's.

Product. Panyachokchai, K. (2013) stated, that today consumers focus more on trusted brands that provide credibility and benevolence that deliver benefits to consumers in terms of the results of using. Moreover, a brand needs to concern about a customer in terms of its reputation, personality, and also the focus on

satisfaction and personality traits of users of a customer to improve the brand strategy and reserve the long term relationship with a customer through brand loyalty. Kotler (2005) defined product as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. The Nivea product is generally a product of good quality. However different the range of Nivea products may be they all embody gentle care for all generations (Table 4). To ensure this certain quality standard research and development becomes an important issue. On their webpage it is indicated that over 150 dermatological and cosmetic researchers, pharmacists and chemists are constantly working to improve established products and come up with new ones. Especially with the product line Q10, which involves anti-skin aging and anti-cellulite products, Nivea strives to proof its dermatological expertise. The first stage in building an effective mix is to understand the market. Nivea uses market research to target key market segments which identifies groups of people with the same characteristics such as age/gender/attitude/lifestyle. The knowledge and understanding from the research helps in the development of new products. Nivea carries out its market research with consumers in a number of different ways. These include: using focus groups to listen to consumers directly; gathering data from consumers through a variety of different research techniques; product testing with consumers in different markets.

Table 4 Nivea products

Description	Brand
NIVEA. Our most important brand has enjoyed over 100 years of success and is today one of the world's largest skin care brands.	
Eucerin. Pharmacists, dermatologists, and consumers around the world trust in Eucerin's medical skin care competence.	
La Prairie. Luxurious, state-of-the-art anti-aging skin care based on over 35 years of research expertise.	
NIVEA MEN. The modern and effective products of the NIVEA MEN brand are leading in the international men's skin care market.	
Labello. Labello is synonymous with lip care and at the same time the market leader in numerous European countries.	
Hansaplast. Today a globally successful brand, Hansaplast revolutionized the plaster and wound care market over 90 years ago.	
Florena. Products that stand for naturalness and uncomplicated skin care with select and natural ingredients that are processed in an exceptionally gentle way.	

<p>8x4. 8x4 deodorants for women and men have been combining individual fragrances with long-lasting protection for more than 60 years.</p>	
--	---

Price. On their webpage Nivea claims that their products are of a quality level that some competitors offer for ten times the price. Here we clearly see that Nivea goes for the strategy of positioning their products as being of quality at affordable prices ("More for the same"). This is coherent with the idea of Nivea being the perfect choice of the whole family. Caring mothers and fathers who want to provide their families with good quality products can still afford doing so by buying Nivea skincare. This goes along with the fact that discounts on Nivea products are often found (see Boots's current offer of buying three Nivea deodorants for the price of two). In terms of price Nivea products always appear competitive with brands, such as Dove, Johnson & Johnson or Laboratoire Garnier, which may be situated next to them in the shops. However, among these the brand takes care that it does not appear to charge less so that the image of being a quality brand remains believable for customers. Lots of factors affect the end price of a product, for example, the costs of production or the business need to maximize profits or sales. A product's price also needs to provide value for money in the market and attract consumers to buy. There are several pricing strategies that a business can use:

- cost based pricing this can either simply cover costs or include an element of profit. It focuses on the product and does not take account of consumers;
- penetration price an initial low price to ensure that there is a high volume of purchases and market share is quickly won. This strategy encourages consumers to develop a habit of buying;
- price skimming an initial high price for a unique product encouraging those who want to be 'first to buy' to pay a premium price. This strategy helps a business to gain maximum revenue before a competitor's product reaches the market.

Place. Nivea products are virtually found everywhere. They are located on the shelves of high-status retailers, like Boots and Lloyd Pharmacy in line with EL/VITAL or Pantene. But they are also found in supermarkets, such as Co-op, or discount pharmacies, such as Schlecker, next to the shop's own cheap brand. Through this distribution strategy Nivea appears as a brand that is easily available for all kinds of people and of course all kinds of families who care for good quality, whether they buy at Boots or Schlecker. Place refers to:

how the product arrives at the point of sale. This means a business must think about what distribution strategies it will use where a product is sold. This includes retail outlets like supermarkets or high street shops. It also includes other ways in which businesses make products directly available to their target market, for example, through direct mail or the Internet. Nivea distributes through a range of outlets that are cost effective but that also reach the highest number of consumers. Its distribution strategies also consider the environmental impact of transport. It uses a central distribution point in the UK. Products arrive from European production plants using contract vehicles for efficiency for onward delivery to retail stores. Beiersdorf does not sell direct to smaller retailers as the volume of products sold would not be cost effective to deliver but it uses wholesalers for these smaller accounts. It does not sell directly through its website as the costs of producing small orders would be too high. However, the retailers, like Tesco, feature and sell the NIVEA products in their online stores.

Promotion. Kotler (2002) defines promotion as the activities a company performs in order to communicate to its existing and potential customers. Multiple channels are used to communicate to different parties (Distributors, customers) and different means could be used to do promotion. Nivea adverts are found in all kinds of magazines and newspapers, on television on all channels at regular intervals. It is through these adverts that the image is mainly conveyed. It is an image that suggests favoring family values, standing for health and genuineness and communicating this "close to touch" human togetherness. Smiling faces of genuine looking people of all generations, from babies over teens and young parents to 60 year-olds, help bring this message across. Promotion is how the business tells customers that products are available and persuades them to buy. Promotion is either above-the-line or below-the-line. Above-the-line promotion is directly paid for, for example TV or newspaper advertising. Below-the-line is where the business uses other promotional methods to get the product message across. Promotional activities include: Events or trade fairs help to launch a product

to a wide audience. Events may be business to consumer (B2C) whereas trade fairs are business to business (B2B).

Direct mail can reach a large number of people but is not easy to target specific consumers cost-effectively. Public relations (PR) includes the different ways a business can communicate with its stakeholders, through, for example, newspaper press releases. Other PR activities include sponsorship of high profile events like Formula 1 or the World Cup, as well as donations to or participation in charity events. Branding a strong and consistent brand identity differentiates the product and helps consumers to understand and trust the product. This aims to keep consumers buying the product long-term. Sales promotions, for example competitions or sampling, encourage consumers to buy products in the short-term. Nivea chooses promotional strategies that reflect the lifestyle of its audience and the range of media available. Nivea realises that a 'one way' message, using TV or the press, is not as effective as talking directly to its target group of consumers. Therefore Nivea does not plan to use any above-the-line promotion for Nivea visage young.

5. Research data analysis

The research was conducted in September in 2014. Objective of the study - to investigate the Nivea marketing mix. The study was reconnaissance. 56 respondents participated in the survey, which 18 percent were men and 82 percent - women. 89 percent of respondents were 18 - 25 years age, 11 percent - 26 - 40 years age. As can be seen from the study, the participants in the study were enough young people. 77 percent respondents earning until 800 Litas, 18 percent - 801 - 1000 Litas, 4 percent - 1501-2000 Litas. 2 percent - 2001 Lt and and more. 84 percent respondents used Nivea products, while 16 percent respondents said that does not use Nivea products. The survey showed that the vast majority of respondents use Nivea products. Respondents were asked "How often do you buy Nivea products?". 16 percent respondents said that they buy Nivea product once a month, 37 percent - once every three months, 19 percent - once every six months, 28 percent - once a year. The study shows that the majority of respondents buy Nivea products every three months (Table 5).

Table 5. Respondents answer to question "How often do you buy Nivea products?" opinion distribution

How often do you buy Nivea products?	Percent
once a month	16
once every three months	37
once every six months	19
once a year	28

The respondents were asked the question "Where you buy Nivea products?" 86 percent respondents said that they bought in supermarkets, 20 percent – in special stores, 4 percent indicated other. The results show that the vast majority of respondent buy Nivea products in supermarkets. Respondents stated, that the Nivea products are extensive and constantly updated. 50 percent stated yes, they are, 9 percent no, and 41 percent respondents said that they had no opinion. Respondents were asked question "Which price category to assign most of the Nivea products? 9 percent respondents argued that Nivea products are the low prices, 86 percent - average prices, 5 percent - higher prices. It can be concluded that the vast majority of respondents said that Nivea products depends on the average price category.

In response to the question whether the price of Nivea products is consistent quality, and it is attractive to customers, 68 percent respondents said that they are, 7 percent – no and 25 percent respondents did not have an opinion. Results showed that the vast majority of respondents said that Nivea products comply with the quality and the price is attractive to the customer. Respondents answer to question "What are the most common discount used Nivea?". 54 percent respondents said that seasoning discount, 36 percent - festive discount, 29 percent do not use rates (Table 6).

Table 6. Respondents' answer to question "What are the most common discount used Nivea?"

What are the most common discount used Nivea?	Frequency	Percent
Seasoning discount	30	54
Festive discount	20	36
Do not use discount	16	29

The respondents know about Nivea products from newspapers (18 percent), magazines (34 percent), internet (41 percent), television (59 percent), other (21 percent.). The results show that most of the respondents were aware of Nivea products from television and internet. The respondents were asked the question "Does Nivea products advertising is attractive?". 52 percent respondents said that it is attractive, 5 percent argued that an unattractive, 43 percent respondents replied that they do not know.

6. Conclusions

Nivea products include: physical attributes – how the product appeals to a consumer; utilities; brand, packaging and labeling; design, color, size, shape, style, finish and beauty; price; services; company image; safety to users – buyers are not interested in what the product contains, but what the product satisfies them with. Nivea is known for the high standard of quality products that it produces. This makes it stand different among other cosmetic brands. The milk lotion product that it had launched earlier in the market demonstrates an example regarding Nivea and its constant improvement in quality. However, as people complained that the milk lotion felt too sticky when applied to the body, Nivea changed the product by improving the quality and instead of the milk lotion, it introduced a body lotion, which was non – sticky and was available in different types for all skin types, which was not a feature of the milk lotion earlier. This proves the fact that they really work hard in order to improve their quality of the product to gain customer satisfaction and brand loyalty. Along with color and quality, Nivea's packaging is also very attractive as it comes in different shapes and sizes. Nivea's prices are reasonable compared to its competitors. Everybody can afford Nivea, as its products are not targeted to any particular segment of the market.

Place means the areas where Nivea is distribute and spread out. It should be distributed so that it is within the reach of normal customers also. Nivea products are available at all supermarkets, mostly at all grocery stores and shopping malls too. Big and popular supermarkets have separate counter only for Nivea products with a promoter standing beside the counter in order to promote the product. All variables are interlinked where the main ingredient of promotion and advertising plays an important role in the success of Nivea sales other than other elements such as quality, packaging, etc.

Promotion is an important element in an organizations marketing mix, which is, used to inform and persuade the market regarding the organization's products and services. The main goal of promotion is to change the pattern of demand for the product in order to have the same distance between the products and its customers. Whereas, advertising consists of the activities involved in presenting to a group, oral / visual, openly sponsor identified message regarding a product – service – idea. An advertisement is disseminated through one or more media and is paid for by the identified sponsor. Nivea promotes its products through different kinds of media. This includes television, newspapers, billboards, magazines, brochures and a number of stalls at popular malls and supermarkets. *Nivea gives huge quantities of free samples of its products. Nivea's promotion campaign includes attractive packages with mind blowing offers.*

References

- Alipour, M.; Darabi, E. 2011. The Role Of Service Marketing Mix And Its Impact On Marketing Audit In Engineering And Technical Service Corporations, *Global Journal of Management and Business Research* 11(6) (USA) Print ISSN: 0975-5853.
- Alipour, M.; Ghanbari, A.; Moniri, S.M. 2011. The Impact of Marketing Mix (4Ps) on Marketing Audit and Performance in Iranian SMEs, *International Journal of Humanities and Social Science* 1(2): 112 -117.

- Al-Debi, H.; Mustafa, A. 2014. The Impact Of Services Marketing Mix 7P's In Competitive Advantage To Five Stars Hotel-Case Study Amman, Jordan. The Clute Institute International Academic Conference Orlando, Florida, USA, 2014, 39- 48.
- Akroush, M.K. 2011. The 7Ps Classification of the Services Marketing Mix Revisited: An Empirical Assessment of their Generalisability, Applicability and Effect on Performance Evidence from Jordan's Services Organizations, *Jordan Journal of Business Administration* 7(1): 116 – 147.
- Bamigbola, A.A. 2013. Application of Marketing Strategies and Mix to Digital Information Services (DIS): Nigerian University Libraries Perspectives. *Library Philosophy and Practice* (e-journal).
- Brei, V. A.; D'Avila, L.; Camargo, L. F. ; Engels, J. 2011. The Influence of Adaptation and Standardization of the Marketing Mix on Performance: a Meta-Analysis, *BAR, Curitiba* 8(3): 266-287.
- Dabija D.C.; Dinu V.; Abrudan I.N.; Postelnicu C. 2014. The Impact of the Marketing Mix and Sustainability on Shaping Consumer Preferences towards Non-Food Stores, *Transformations in Business & Economics* 13(33): 36-53.
- Grönroos, C. 1994. From Marketing Mix to Relationship Marketing: Towards A Paradigm Shift in Marketing, *Management Decision* 32(2), 4-20.
- Kotler, P. 2011. Reinventing Marketing to Manage the Environmental Imperative, *Journal of Marketing* 75(4): 132-556.
- Lazer, W. 1969. Marketing's changing social relationships, *Journal of Marketing* 33: 3–9.
- Lee Goi, Ch., L. 2009. A Review of Marketing Mix: 4Ps or More? *International Journal of Marketing Studies* 2-15.
- Mei, L.S. 2011. Marketing mix (7P) and performance assessment of western fast food industry in Taiwan: An application by associating DEMATEL and ANP, *Afr. J. Bus. Manage.* 5(26):10634 – 10644.
- Mittal, A. 2014. Role of Marketing Mix for Indian Marketers. *Global Journal of Finance and Management* ISSN 0975 – 6477, 6(3): 191-196.
- Naik, P.A.; Raman, K.; Wine, R.S. 2005. Planning Marketing-Mix Strategies in the Presence of Interaction Effects, *Marketing Sciences* 24(1): 25–34b, ISSN 0732-2399, EISSN1526-548X0524010025.
- Owomoyela, S. K.; Olanakanmi, .S; Oyeniyi, K.O. 2013. Investigating the impact of marketing mix elements on consumer loyalty: an empirical study on Nigerian breweries plc., *Interdisciplinary Journal of Contemporary Research in Business*. March 2013(4)
- Jain, M.K. 2013. An Analysis of Marketing Mix: 7Ps or More, *Asian Journal of Multidisciplinary Studies* 1(4): 23-28.
- Palade, A. 2011. Analysis of marketing mix on cosmetics products case study: Avon Company, *Annals of the University of Petroșani Economics*, 11(4): 233-244.
- Panyachokchai, K. 2013. A Study of Factors Affecting Brand Loyalty: A Case Study of Nivea for Men Facial Wash in Bangkok. The 2013 IBEA, International Conference on Business, Economics, and Accounting 20 –23 March 2013, Bangkok -Thailand.
- Pour, B.S.; Nazari, K.; Emami, M. 2013. The effect of marketing mix in attracting customers: Case study of Saderat Bank in Kermanshah Province, *African Journal of Business Management* 7(34): 3272 - 3280, 14 September, 2013.
- Riaz, W.; Tanveer, A. 2012. Marketing Mix, Not Branding, *Asian Journal of Business and Management Sciences* 1(11): 43-52.
- Satit, R.P.; Tat, H.H.; Rasli, A.; Chin, T.A.; Sukati, I. 2012. The Relationship Between Marketing Mix And Customer Decision-Making Over Travel Agents: An Empirical Study, *International Journal of Academic Research in Business and Social Sciences* 2012 (2): 523-530.
- Singh, M. 2012. Marketing Mix of 4P'S for Competitive Advantage. *OSR Journal of Business and Management (IOSRJBM)* ISSN: 2278-487X 3(6): 40-45.
- Yasanallah, P.; Vahid, B. 2012. Studying the Status of Marketing Mix (7Ps) in Consumer Cooperatives at Ilam Province from Members' Perspectives, *American Journal of Industrial and Business Management* 2: 194-199.
- Marketing News. 2004. AMA adopts new definition of marketing. *Marketing News* 38(1)
- Marketing News. 2008. Marketing defined, *Marketing News* 42: 28–29.
- History of Nivea Company. <http://www.scribd.com/doc/55469087/History-of-Nivea-Company> - 20 September of 2014

The use of the marketing mix in product launch. <http://www.mbaskool.com/brandguide/fmcg/1213-nivea.html> - 6 February of 2015.

Doyle, P. 2000. Value based marketing, Wiley, Chichester, 2000.

Freeman, R. E. 1984. Strategic management: A stakeholder approach. Marshfield: Pitman Publishing Inc.

Grönroos, Ch. 2006. On defining marketing: finding a new roadmap for marketing, *Marketing Theory* 6: 395.

Kotler, P.; Armstrong, G.; Saunders, J.; & Wong, V. 2002. Principles of Marketing (3rd European ed.). London: Prentice – Hall.

Kotler P. 2005. Marketing: an introduction, New Jersey: Pearson Education Inc.

Parmar, B. L.; Freeman, R. E.; Harrison, J. S.; Wicks, A. C.; Purnell, P. & de Colle, S. 2010. Stakeholder theory: The state of the art, *The Academy of Management Annals* 4: 403–445.

Margarita IŠORAITĖ. Doctor of social science in Vilnius Gediminas technical university, name of associated professor was given in Mykolas Romeris University in Lithuania. Associated professor in Vilnius kolegija/ University Applied Sciences. Research interests: human resource management, strategic marketing, marketing management, advertisement.

This is an open access journal and all published articles are licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/)