

RESEARCH

PROJECT

Preferences of young women for hair care products: professional cosmetics or public



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RESEARCH PROBLEM

Why don't many young women use and buy professional hair care line although they have higher quality?



IN PRACTICE

According to many researches of preferences, Russian customers have become more selective in

hair care

BUT



Retail chain, hairdressing salons and beauty salons lose huge potential segment of buyers

RESEA

Object: ~~young~~

women

Subject: motives of
choosing hair care
products

Methods of research:
in-depth and expert
interviews

Survey people: 11 young women
from 18 to 25, especially students or
dependent on parents, that don't
have stable income and would like to
be beautiful and well-groomed



HYPOTHESIS AND RESULTS

If young woman chooses public available products for hair:

1) She have no money for professional line

2) She don't know about such goods

3) It is not principal for her

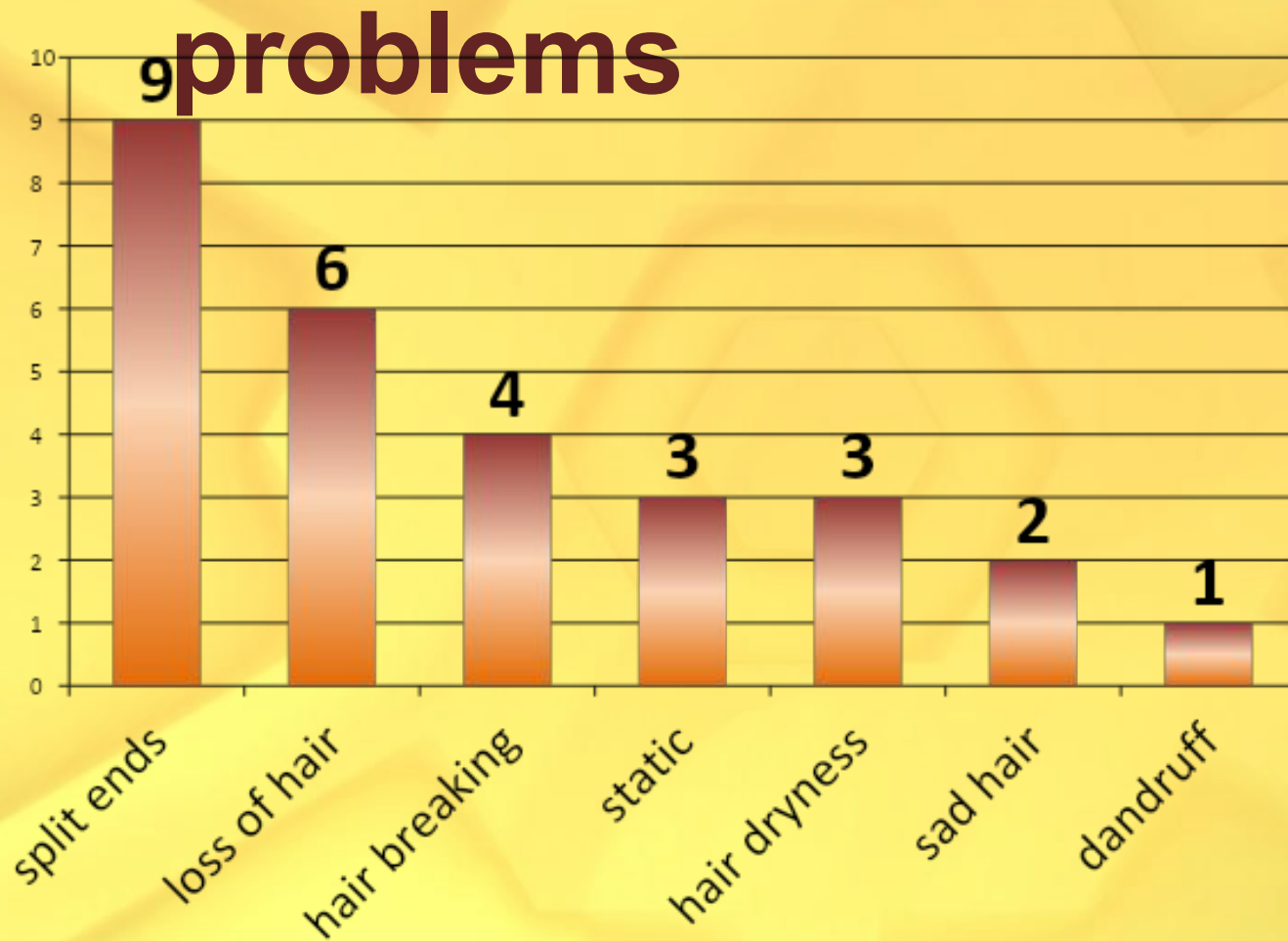
4) She used to buy certain brand
Many young women don't use professional hair care products because:

1) They consider that it is very expensive

2) They are not informed about

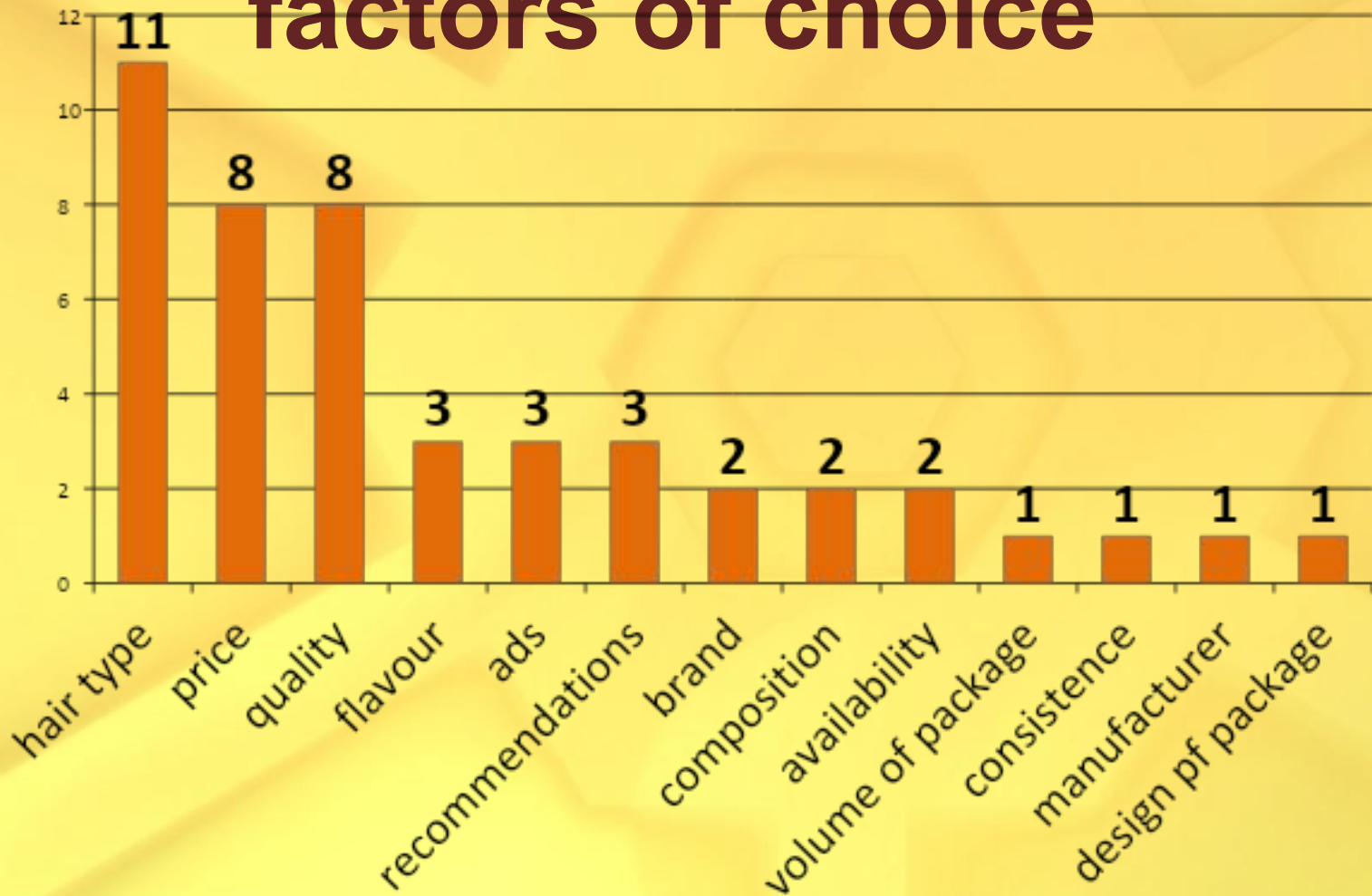


RESULTS - Hair



Expert: split ends, loss of hair and sad hair

RESULTS - factors of choice



Expert: hair type, price, brand, recommendations

RESULTS - reasons of no use



Expert: high price, lack of info

HYPOTHESIS AND RESULTS

If young woman chooses public available products for hair:



1) **We have no money for professional line**

2) **We don't know about such goods**

3) **It is not principal for her**

~~1) She used to buy certain brand~~
Many young women don't use professional hair care products because:

1) **They consider that it is very expensive**

2) **They are not informed about available professional**

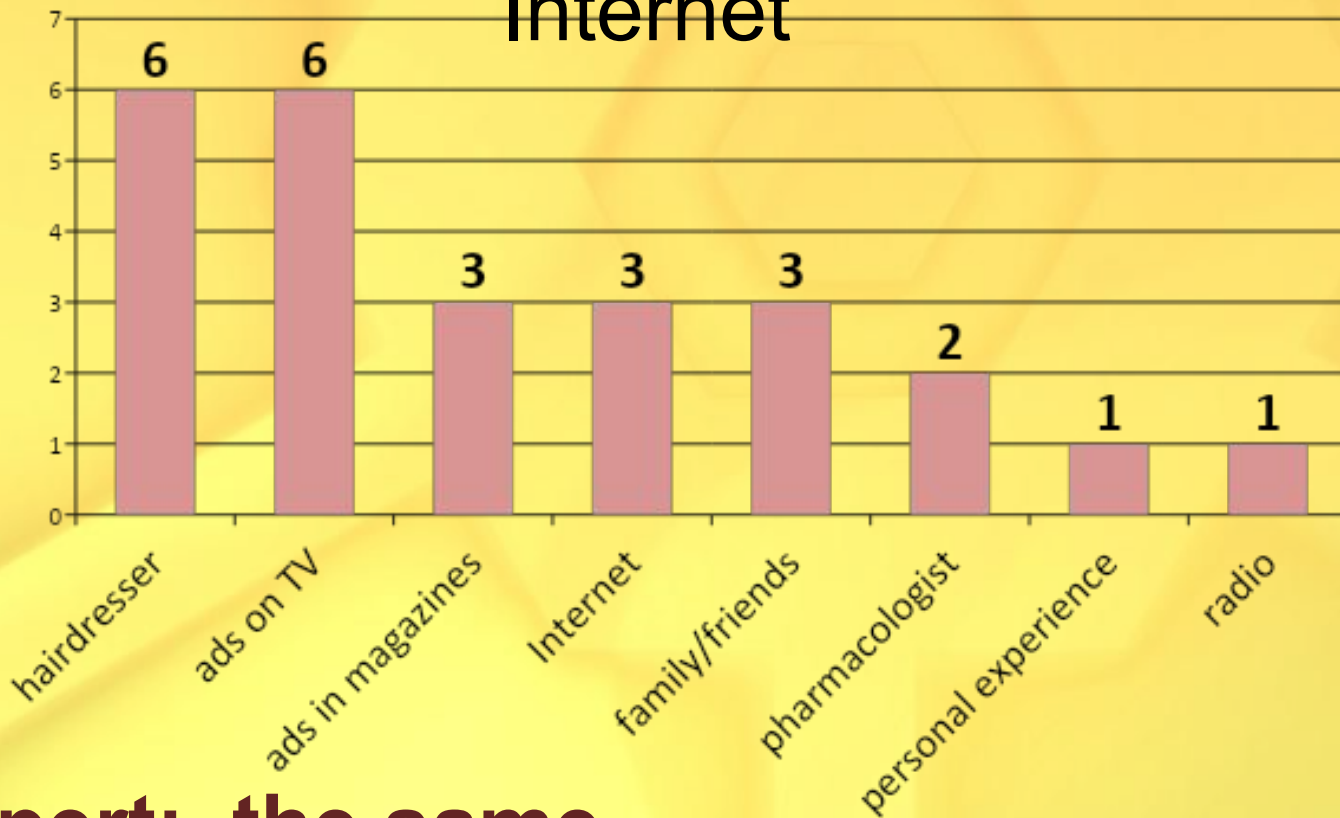


Recommendations

for producer

To set up a connections with customers:
Via TV, Via professional magazines, Via

Internet

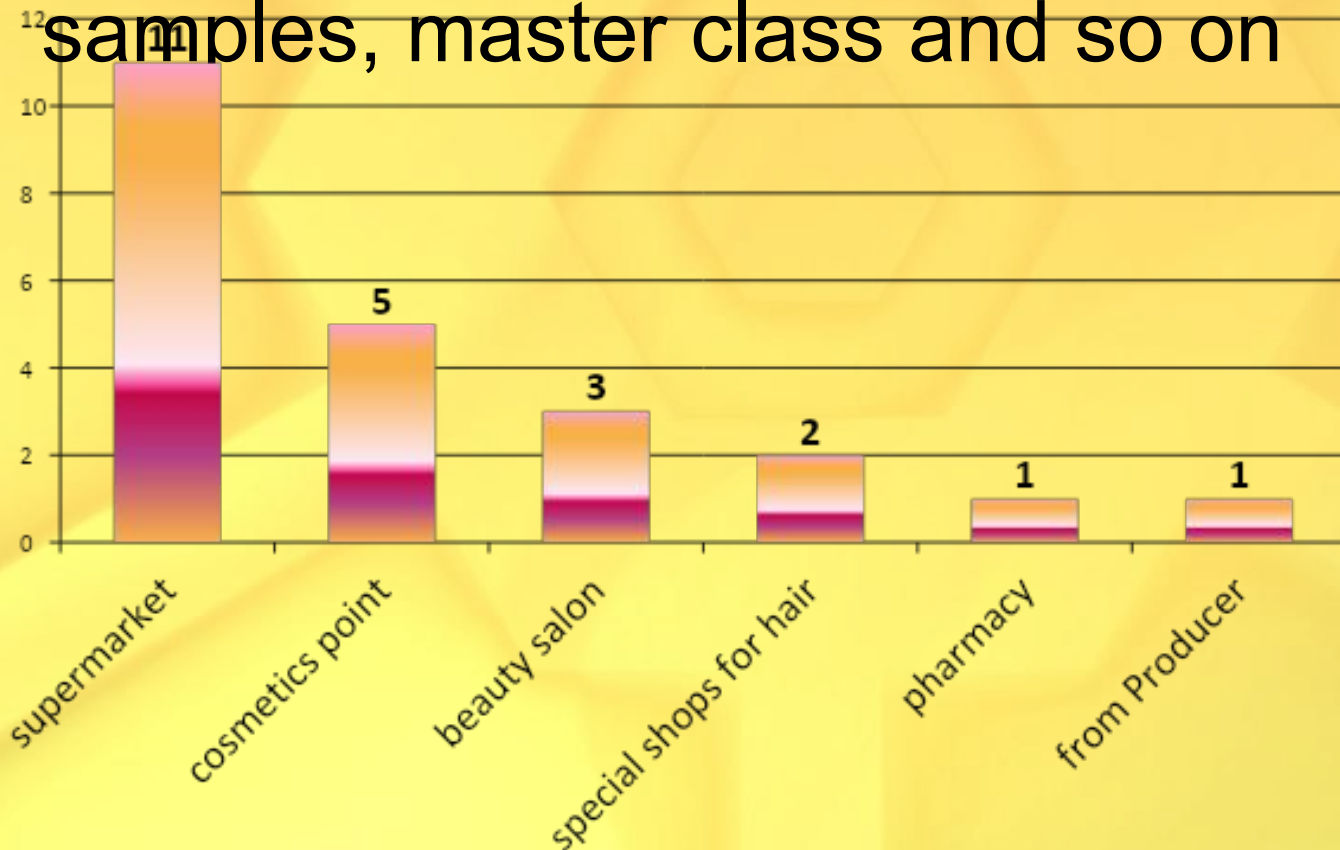


Expert: the same

Recommendations

for producer

Point of sale - supermarkets: promotional offer, free recommendations from specialist, free samples, master class and so on



Expert: the same

**Thanks for
attention**

