

# 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

**B  
UT**



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

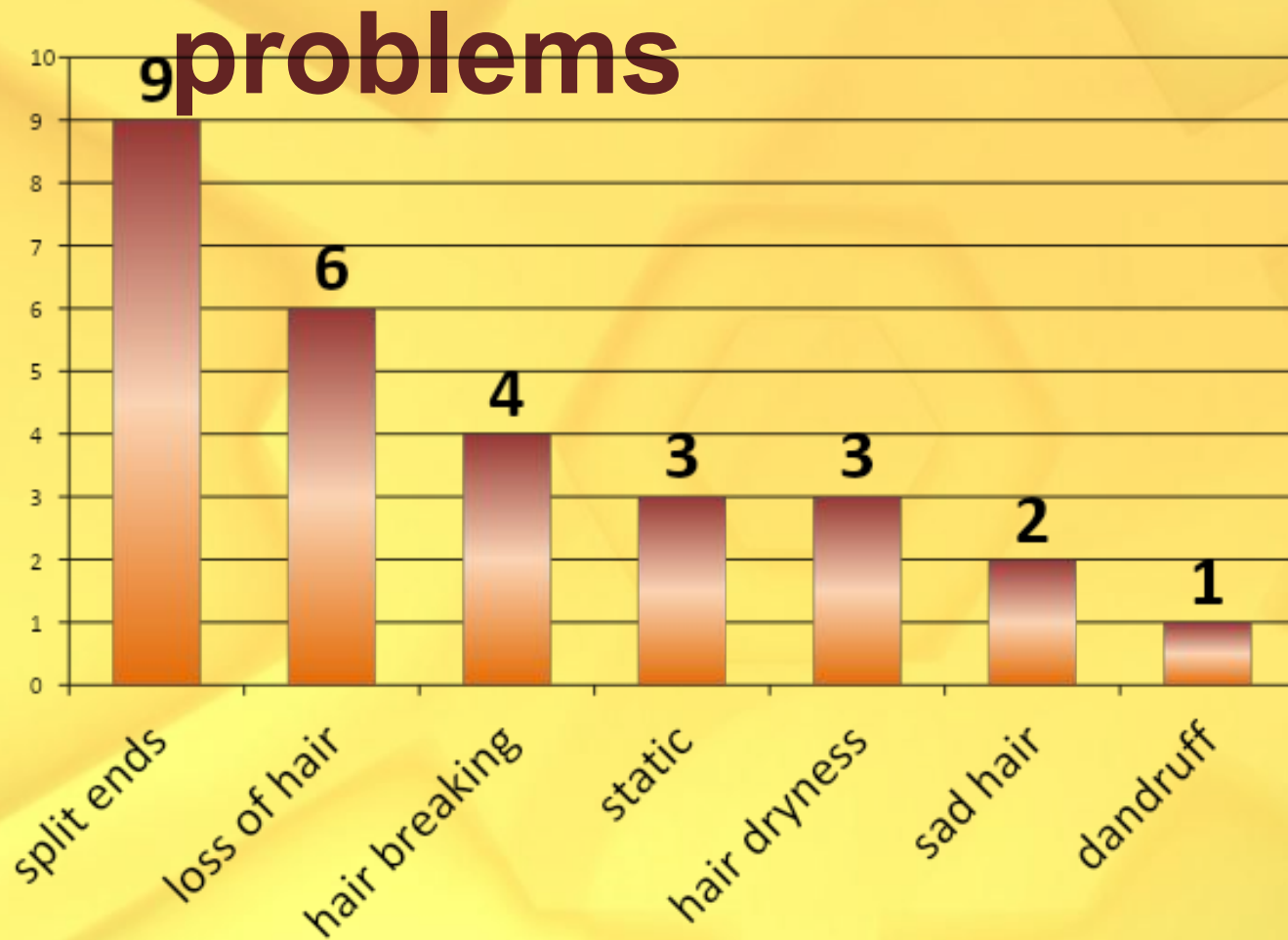
4) She used to buy certain brand  
Many young women don't use professional hair care products because:

1) They consider that it is very expensive

2) They are not informed about

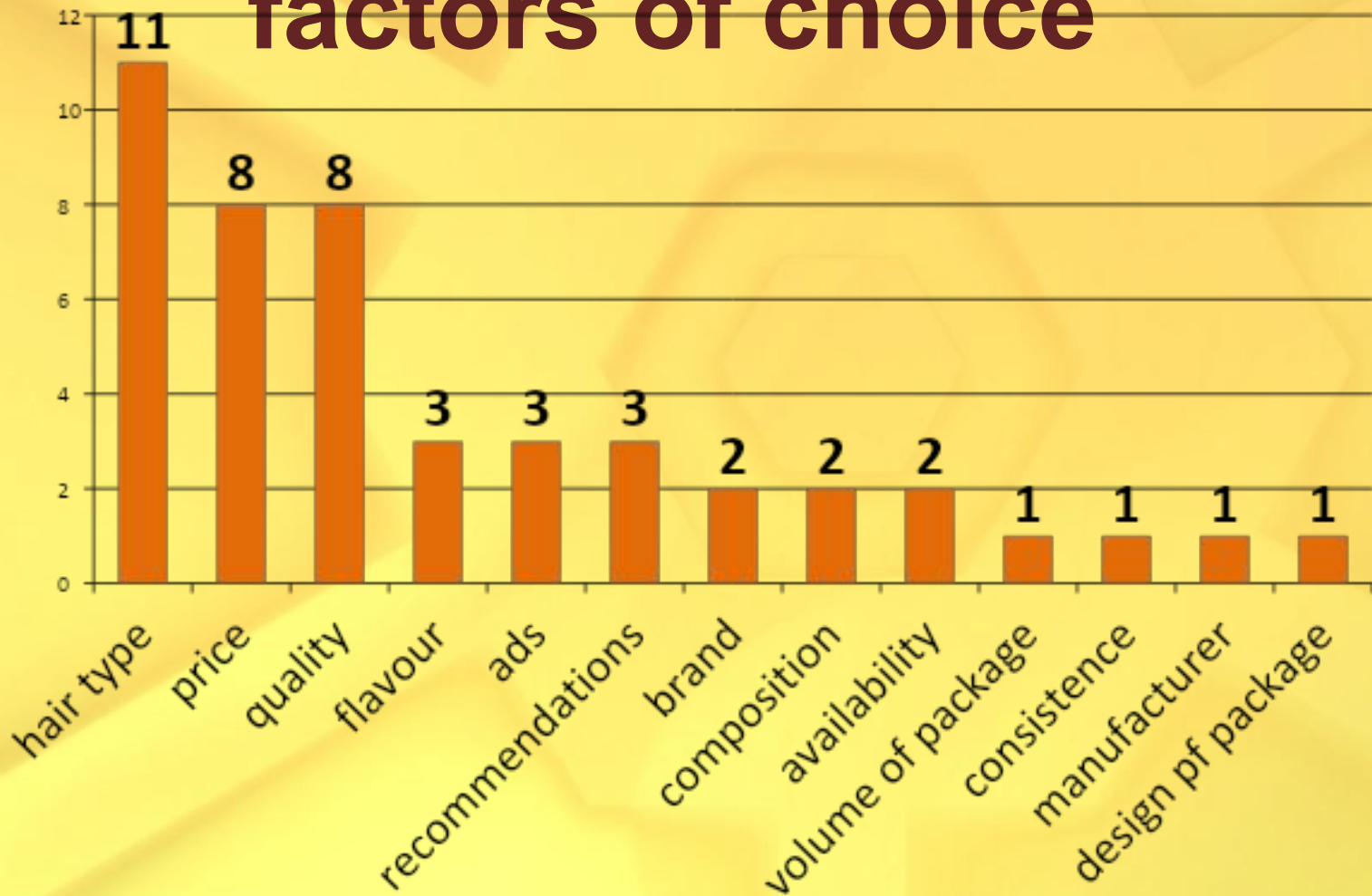


# RESULTS - Hair



**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**

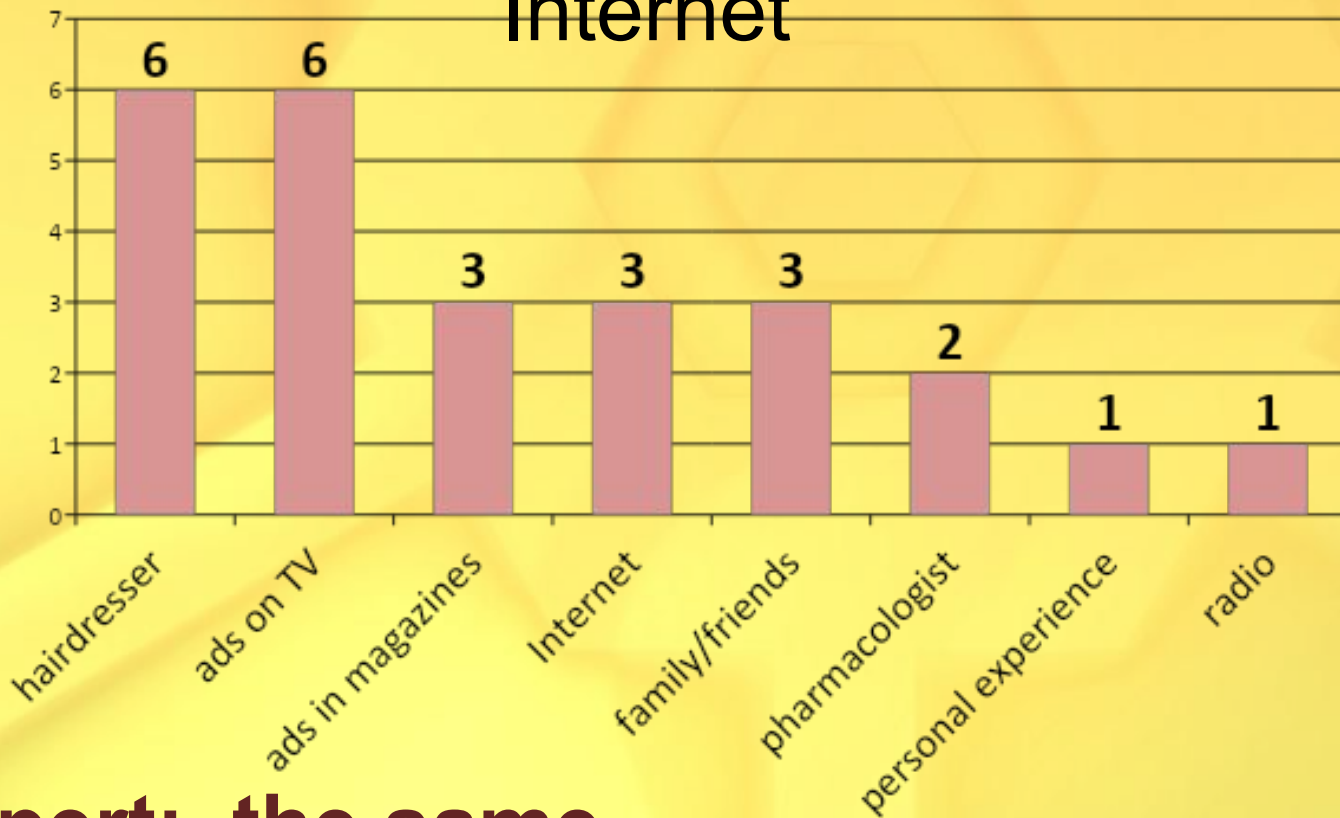


# Recommendations

## for producer

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

Internet

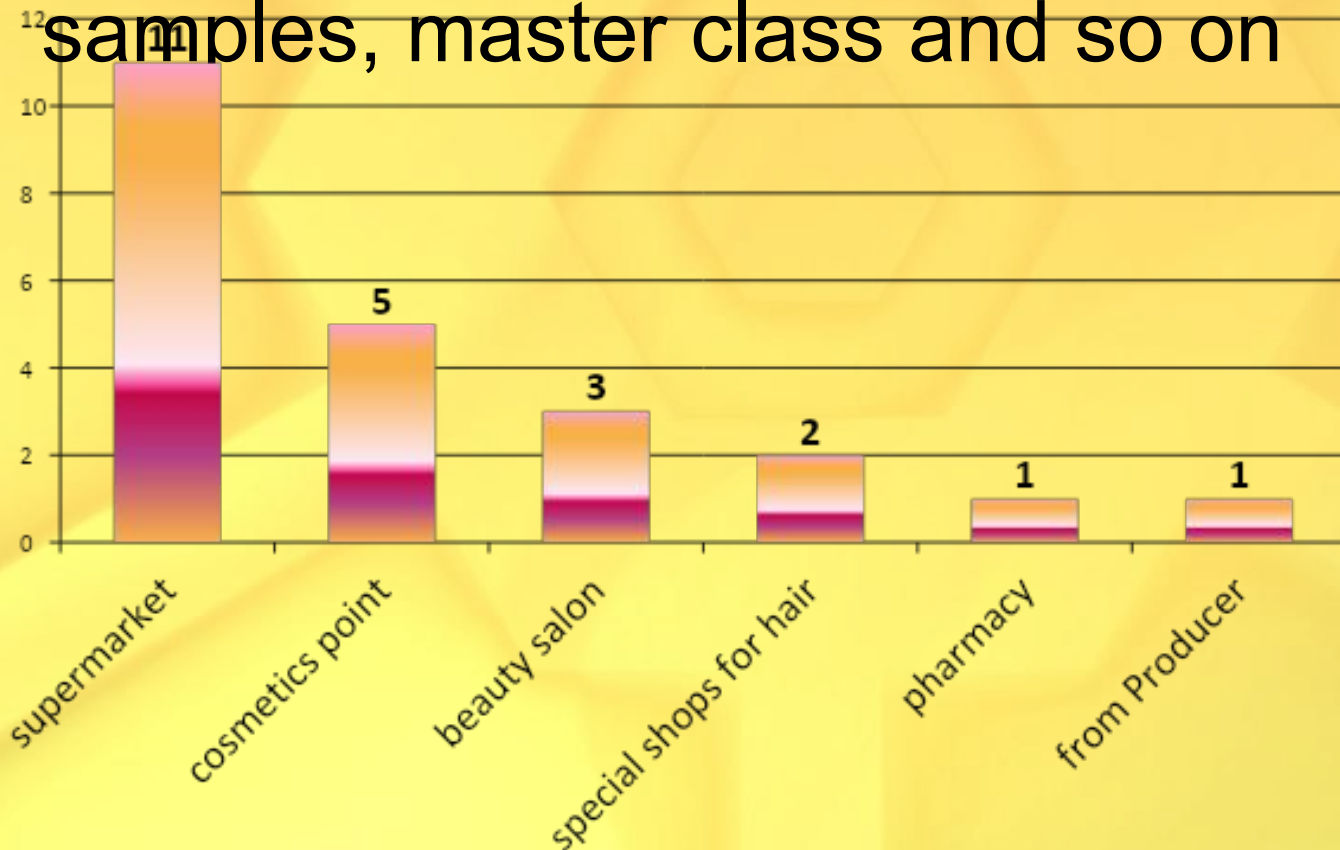


**Expert: the same**

# 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**

