

MARKET RESEARCH OF DETERMINATION FACTORS OF CONDUCT FOR THE CUSTOMERS RANGE PERFUME AND COSMETICS PHARMACY ORGANIZATIONS

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Last 15 years, changes in Ukrainian pharmaceutical sector had a significant impact on the structure of commodity nomenclature pharmacy organizations. An important role in stock, have not only medicines and other groups means s for the health and beauty, including health and beauty products. This trend is changing assortment structure pharmacy organizations caused economic conditions of their functional activity (high level of competition, the formation of pharmacy chains, format sales - open layout, etc.), And the desire to better meet consumer demand.

The aim of the study research of determination factors of conduct for the customers range perfume and cosmetics pharmacy organizations. During this study we used systematical, marketing, behavioral, situational and process methods.

The experts from the pharmaceutical sector is predicted a growth of pharmaceutical cosmetics market in the coming years due to increasing needs of the population as well as increased marketing moves companies producing perfume and cosmetics products.

To analyze determination factors of conduct for the customers range perfume and cosmetics pharmacy organizations, we use a sociological study of the two categories of users: final consumers, represented visitor of pharmacies in m. Kharkiv and institutional – represented specialists of pharmacy organizations, during January - March 2015. The program included: defining goals and objectives; development tools (questionnaires), surveys, collection of statistical data; processing and analysis of information collected. Reliability of data based on the formation of random sampling size was 50 final and 50 institutional customers of perfumes and cosmetics products.

The bulk of surveyed final customers - is not married women (73.0%), which is consistent with the dominant age group of respondents in the range of 15-25 years (68.0%). Among the buyers is dominated by middle-income (86.5%), who live in Kharkiv have incomplete higher education - 43.5% and complete higher - 33.0%. Considering that women are the main buyers of cosmetic products in the pharmacy, priorities of their choice deserve a special attention. The survey showed that the approach to the selection of cosmetic depend on the age of customers. Especially women of almost all ages appreciate the brand product, only for respondents over the

age of 56 consulting service are paramount. The second most important factor in choosing to age under 15 years, 16 to 25 years and over in 56 is the ease of use of cosmetics, while respondents aged 26 to 40 years have given second place to consultation service.

Among the institutional customer dominated a segment of network pharmacy organizations (76%) with open form of sales (55%) and the number of cash registers 2-3. Age employees, most of which are accounted for specialists with higher pharmaceutical education, is in the range of 25-45 years (75%), with experience from 2 to 5 years in 52% and from 5 to 15 years 31%.

As you know, the main criterion for the formation of perfumes and cosmetics is a brand name, which indicated 98% of respondents. To select product category on commercial equipment in some pharmacy organizations use the categories. However, the results showed that in the most popular pharmacy organizations is separate positioning of medical cosmetics (60%), while the category "cosmetics" and "perfumes" is not used at all.

Selective perfumes and cosmetics products, products of mass-market and middle-market are often as tools for hair care, body and face. Tools for problem skin are separate from other products in 20% of pharmacies. Respondents indicated that in their pharmacy can be applied such category as "For the treatment of acne", "Healthy skin", "Just for men", "For lovely women".

Among the respondents there were no pharmacy organizations where individually positioned children perfumes and cosmetics products. Many pharmacy organizations practicing to layout perfumes and cosmetics products for individual brands.

As well as final customers, employees of pharmacy organizations consider an important factor is promoting the availability of testers for certain types of perfumes and cosmetics. Most pharmacy organizations (54%) who participated in the survey, providing consulting services in choosing perfume and cosmetics products. Thus, 89% of respondents mark to the high demand for consulting assistance choosing the answer "often" and "very often."

Thus, the results of sociological survey testify to the importance of receiving counseling. Currently there is a significant gap between the need for providing consulting assistance in choosing perfume and cosmetics products (77% of final consumers need to consultation) and the degree of satisfaction (46% of pharmacy organizations do not provide specialized consulting assistance).