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## **MARKET RESEARCH OF BEAUTY PRODUCTS IN THE MARKET OF ALMATY**

**Abstract:** The presented article is devoted to the study and analysis of the market of cosmetic products in Almaty. The paper analyzes the demand of consumers of cosmetic products and the determination of customer preferences that affect the decision-making process on the purchase of cosmetic products. The conducted studies allow us to form a comprehensive picture of the state of the cosmetic market in Almaty, to serve as the basis for decision-making on the development of strategies and tactics of individual companies, as well as for further scientific developments in this field of competition in the perfumery and cosmetics industry. The results will be useful for researchers in the market of cosmetics, especially consumer behavior, changes in their preferences.

**Keywords:** cosmetic products, competitiveness surveys, respondents, personal needs, consumer preferences, procurement points, decision-making.

### **Introduction**

Consumer analysis is an integral part of the marketing plan that involves the studying of specific consumers of goods in order to identify a market segment. Consumer analysis includes the identification of reasons of buying preferences, estimate of production requirements and forecasting the dynamics of product demand [1]. Consumer analysis of products includes the issue of paying capacity of buyers.

The collection of market share distribution information mostly depends on the market type. The markets of consumer goods are information-rich, they have a lot of secondary information that is easy to find on the Internet and in the trade press.

The purpose of the study is to identify the reasons, preferences and intentions of consumers, as well to estimate the commonly used and renewed beauty products.

In order to get the relevant and reliable information about the beauty products' market, it is necessary to monitor the retail sales, to audit the retail outlets and determine how various brands are presented on store shelves.

During this study we used both a continuous method of statistical observations and sampling observations in order along with the quantitative data to obtain also the qualitative information on the state of the market of beauty products. Thus, one of such methods of obtaining information is the business research, which is widely used in the international practice [2].

The advantages of market surveys in the market economy are: the simplicity of the information being collected, the forms and methods of its obtaining, the interest of the respondents themselves in providing such information. The market survey system allows organizing the monitoring of quality indicators of various sectors of the economy (changes in demand, estimation of reserves of finished goods, short-term expectations of consumers, etc.) [3].

Unlike the traditional statistical research, the market research is based on the study of the subjective opinions of respondents. Compared to the traditional statistics, the market surveys summarize a wider range of information. [4].

The specific nature of beauty products is that it is not a good of prime necessity. And at the same time, the modern society pays more attention to a healthy lifestyle and appearance. In this regard, the need for care and hygiene products is increasing, and manufacturers are interested in expanding the range of beauty products.

## Results

The analysis of the market of beauty products in Almaty gave us the following results:

- it was determined the dependence of the consumer income level on the sales volume, as well as the features and dynamics of the development of the beauty products' market;
- it was determined the structure of the beauty products' market and its distribution by gender;
- the main sales channels were identified and the segmentation of the cosmetics market was carried out;
- the criteria for competitive advantages in the beauty products' market were classified.

## Discussion of results

Hereunder we studied the market of beauty products of Almaty and to conduct the study we applied the methods of desk and field studies. This allowed us to formulate more reliable and correct results.

Let's consider the consumer preferences and changes in customer behavior that effect on the decision-making process on the purchase of cosmetics by consumers in the market of Almaty.

The study of the social process is impossible without taking into account the amount and structure of those population groups that participate therein. Those needs that every person needs to satisfy (food, clothing, housing, etc.) also cannot be addressed to an abstract person or the total population. The volume and structure of needs of different population groups vary significantly [5]. This is confirmed, for example, by developing standard models of food consumption for people of different sexes, ages, and health conditions. The lifestyle and the structure of the needs of women and men, youth and older people are significantly different.

So, Table 1 shows the change in the population of the Republic of Kazakhstan for the period from the beginning of 2018 to January 1, 2019.

Table 1 - The population of the Republic of Kazakhstan since the beginning of 2018 on January 1, 2019 [6]

	Population as of January 1, 2018, person	Population as of January 1, 2019	Total growth, %
Kazakhstan	18 157 337	18 395 567	1,31
Almaty	1 801 993	1 854 656	2,92
Note* <a href="http://www.strategy2050.kz">www.strategy2050.kz</a>			

The main characteristics of the population structure that are significant in terms of social processes include, among others, the distribution by age groups. Grouping the population under these characteristics are necessary to address many social tasks.

Based on the above we can conclude about the type of structures in the Republic of Kazakhstan. This can be clearly seen in table 2.

Table 2 - The population of Almaty city for certain age groups as of January 1, 2019 [6]

	Total	Including in the age of			persons
		0-15	14-65	64 and older	
Men	8 940 433	2 049 866	6 441 931	470 784	
Women	9 508 145	1 962 594	6 778 551	904 353	
Total	18 448 578	4 012 460	13 220 482	1 375 137	
Note* <a href="http://www.strategy2050.kz">www.strategy2050.kz</a>					

As table 2 shows, there is a predominance of the female population over the male in Almaty.

The standard of living of the population is primarily determined by its incomes, which serve as the main source to meet the vital needs of the population. The instability of the economy, the ongoing

structural changes in the areas of production and employment, inflation cannot but affect the level of income and expenses and their distribution in the society.

The income level of the population is the most important indicator of the well-being of the society. The income is a direct source of meeting the needs of every person. In a socially oriented state, an analysis of income level is practically significant, since the income level is a determining factor in the living standard of the population. Also, cash incomes of the population influence the formation of current and future demand.

Table 4–Level of the subsistence minimum for socio-demographic and age-sex groups in 2018 [7].

	Level of the subsistence minimum(KZT)
Per capita on average	27822
Men, including adolescents of age	
14-17	35231
18-62	33108
Women, including adolescents of age	
14-17	26996
18-57	26288

The population's nominal cash incomes per capita as estimated in January 2019 amounted to KZT94 975, which is 10,.% higher than in January 2018, while the real cash income for the specified period increased by 5,1%. Changes in income led, respectively, to growth in the purchasing power of the population, including of Almaty.

Retail sales in January 2019 amounted to KZT 694,6 billion or by 4,4% more than in the corresponding period of 2018 [7].

According to COMCON Group, in the overall structure of expenses of Kazakhstani women, the cost of cosmetics take about 12%, which is 1,5-2 times more than similar indicators of the residents of the United States or the EU [8]. The main consumers of cosmetic products in Kazakhstan are women.

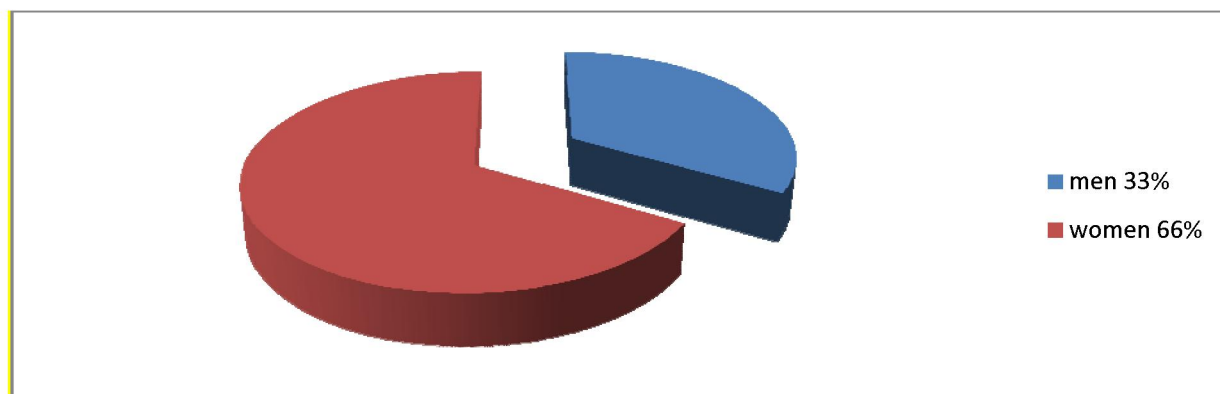


Figure 1 - Shares of consumers of beauty products in Kazakhstan among men and women

This indicates both the difference in income levels and the willingness of consumers to spend the substantial sums of money for care and hygiene.

A significant influence on the market growth and structure is exerted by the trend towards a gradual transition of the consumption of cosmetic products from cheap brands to mid-priced products. With rising incomes, people can afford to spend more on the more expensive beauty products.

The volume of cosmetics market of Kazakhstan today exceeds trillions of tenge. An increase in prices in January 2019 compared to the previous month was noted for certain types of goods of personal use (including cosmetics) - by 0,9-1,4%, pharmaceutical products - by 2, 4 – 4,2% [7].

During 2018, many categories of cosmetic products showed a decrease in sales both in kind and in price terms. Mostly, the consumers in the cosmetics market either purchase products during the price cuts



or switch to the low-cost brands. [9]. A quarter of the total adult population (25%) does not buy cosmetics themselves or do it extremely rarely. This is common for both men and women, mostly above the age of 30 years and with income below the average. Half of the active buyers make purchases stably at one point of sale, and the second half at no more than at two or three points of sale.

In the last decade, the significant changes have occurred in the perfume and cosmetic field due to several factors. First of all, new trends in the production of perfumes and cosmetics have largely changed the range of products offered. Most of the perfumes and cosmetics began to possess a number of additional properties besides the basic properties. Fundamentally new products have appeared that make it possible to meet the challenges of preserving the youth of the skin, correcting its structure, as well as improving the proportions and lines of the body. The view of experts and manufacturers of perfumes and cosmetics on packaging has been radically changed [10].

In general, the assortment of cosmetic products shows a constant upward trend, which contributes to a more complete satisfaction of the needs of various sectors of society.

Currently, the market of cosmetics in Almaty is characterized by a transition to the world standards of trade. There is an expansion of retail chains and the emergence of new perfume stores, if someone paid attention, the trend related to online sales of cosmetics via the Internet has recently become widespread.

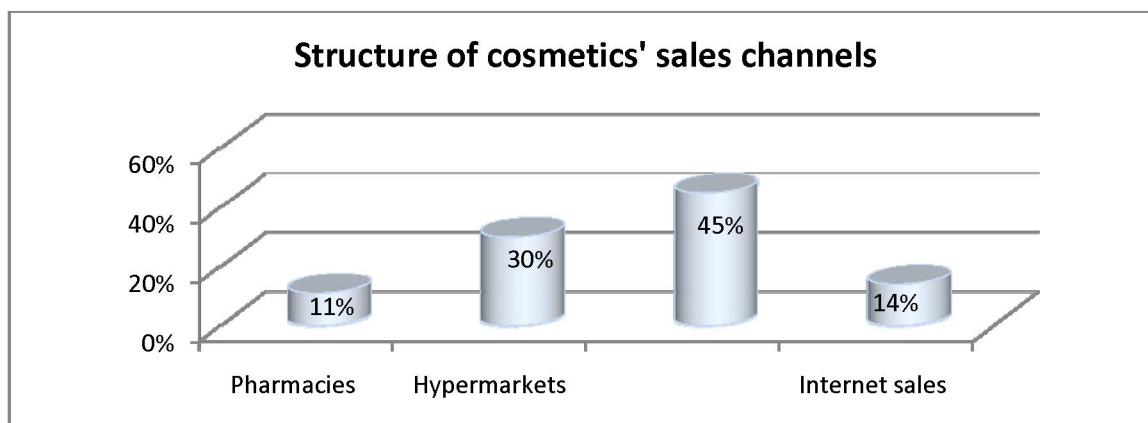


Figure 7 - The structure of sales channels for cosmetics.

The development of brands in cosmetics and perfumes has become more relevant due to an increase in consumer demand for cosmetic novelties. The package of goods is one of important factors for the modern buyer [11].

Today, the largest retail chains selling cosmetics and perfumes in Almaty are: BSB French House, Beautymania LLP, Mon Amie. They control about 60% of specialized retails.

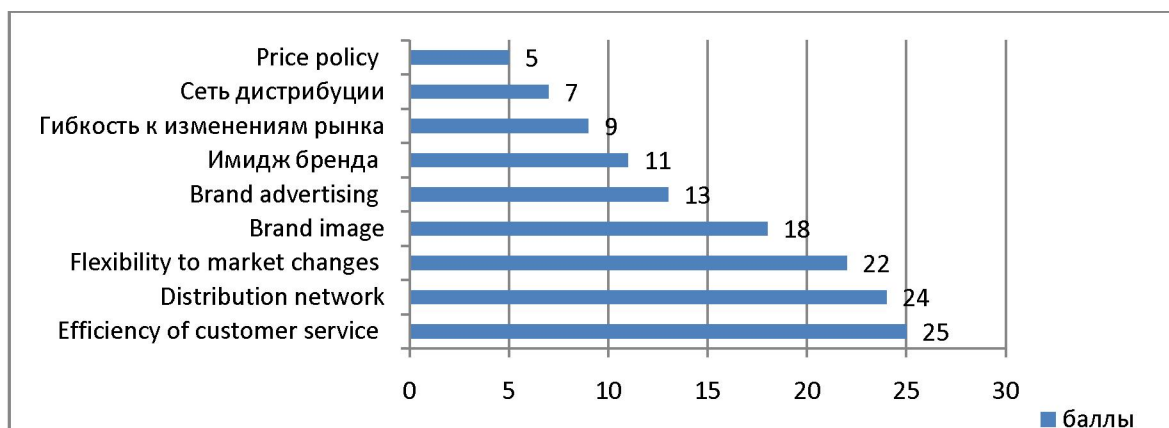


Figure 14 - Criteria for competitive advantages at the cosmetics market

[Marketing periodicals <http://www.marketing.spb.ru/mass>].

The upper-middle income buyers prefer to shop at the top brand stores or overseas, or from the personal beauty consultants. This group has the highest demand for cosmetics from men (52% regularly shop). 57% of buyers stably prefer one retailer to other and 36% choose Mon Amie and Beautymania stores as the second alternative points.

The choice of cosmetics is often determined by users' adherence to certain brands.

According to the results of a number of studies, the perfumes and cosmetics are among the five most popular gifts among the adult population. One of the most promising direction of the market development is expensive and luxury cosmetics, including hygiene products for children and girls SPA [12]. The cosmetics market in Almaty has been developing quite successfully in recent years. The most productive segments are: the segment of skin care cosmetics and the segment of hygiene products, including various bath products sold through pharmacies [13].

Special consumer requirements relate to the quality of perfumes and cosmetics.

Marketing research of the cosmetic and perfumes' markets showed that the body and skin care products have steadily high demand and, in this regard, there is an obvious tendency to reduce counterfeit goods on the market.

### **Conclusion**

Under the results of the research of the Kazakhstan perfumery and cosmetic market, it can be argued that it belongs to the type of market with monopolistic competition, like most consumer goods markets. The features specific to the market in question are: the presence of a large number of buyers and sellers; production and sale of a differentiated products; lack of entry and exit barriers.

Manufacturers of perfumes and cosmetics pay more and more attention to finding new niches in the market. The main areas of search are: new consumer groups, increasing the number of product functions, popularity, expanding the product line, creating a fundamentally new product [14]. The number of new products is annually increasing. Orientation to the innovation policy allows the companies to strengthen their position in the market and makes it possible to make significant profits [15].

Recently, new forms of trade in cosmetics have become more widespread in Almaty and Kazakhstan as a whole, among which trading through electronic channels, through the Internet and trading by ordering goods with delivery to homes are of particular importance.

The results, main points, conclusions and recommendations of the research performed can serve as the basis for further scientific developments in the field of competition in the perfume and cosmetics industry. At the same time, these results will be useful to employees of analytical centers, the research results of which can be used by the media in summarizing and explaining the main development trends of the Kazakhstan perfumery and cosmetic market.

Thus, a review of the market of cosmetics in Almaty shows that this market has a tendency to develop, new players are appearing in this market, as well as consumer preferences and market structure are changing.

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### **ПОВЕДЕНЧЕСКИЕ ФАКТОРЫ ПОТРЕБИТЕЛЕЙ РЫНКА КОСМЕТИЧЕСКОЙ ПРОДУКЦИИ**

**Аннотация.** Представленная статья посвящена изучению и анализу рынка косметических товаров г. Алматы. В работе проанализирован спрос потребителей косметической продукции и определение предпочтений клиентов, влияющих на процесс принятия решений о покупке косметических продуктов. Проведенные исследования позволяют сформировать комплексное представление о состоянии косметического рынка в г. Алматы, послужить основой для принятия решений о разработке стратегии и тактики отдельных компаний, а также для дальнейших научных разработок в данной сфере конкурентной борьбы в парфюмерно-косметической отрасли. Результаты будут полезны для исследователей рынка косметических средств, особенностей поведения потребителей, изменения их предпочтений.

**Ключевые слова:** косметическая продукция, исследование конкурентоспособности, респонденты, личные потребности, потребительские предпочтения, точки закупки.

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### **КОСМЕТИКАЛЫҚ ӨНІМДЕР НАРЫҒЫНДАҒЫ ТҰТЫНУШЫЛАРДЫҢ МІНЕЗ-ҚҰЛЫҚ ФАКТОРЛАРЫ**

**Аннотация.** Бұл мақалада қазіргі кездегі маркетингтің өзекті мәселелерінің бірі қарастырылған. Осы мақаланың мақсаты-косметикалық өнімдерді тұтынушылардың сұранысын зерттеу және Алматыдағы дүкендерден косметикалық өнімдерді сатыпалу туралы шешім қабылдауға әсер ететін факторларды анықтау.

Жұмыстың нәтижесіне талдау жүргізуде қолданылуға арналған косметикалық өнімдердің шартты жіктелісін әзірлеу болды; болашақта косметикалық фирмалардың бәсекеге қабілеттілігін арттыруға ықпал ететін косметикалық өнімдердің ең қарқынды дамып келе жатқан топтарын және басқа нәтижелерді (әзірлемелерді) анықтау.

Зерттеу нәтижелерінің тәжірибелік маңызы сауда компаниялары мен косметикалық өнімдерді өндірушілер үшін үлкен қызығушылық тудырады, сонымен қатар косметика тұтынушыларының қалауын анықтауға мүмкіндік береді.

**Түйін сөздер:** косметикалық өнімдер, бәсекелестік күрес сауалнамалар, респонденттер, жеке қажеттіліктер, тұтынушылардың қалауы, сатып алу нүктелері, шешім қабылдау үрдісі.

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