

The Ministry of Education of Azerbaijan Republic

**The improvement of marketing strategies for
promoting cosmetic brands on national market**

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Abstract

In contemporary world the utilization of cosmetic products has increased during recent years. The purpose of this paper is to obtain deep data regarding the importance of beauty items as well as analysis the necessity of promotions on consumers decision making process concerning beauty products. In addition, there is no doubt that there are several multinational beauty brands in national market and in the upcoming pages you will be informed about cosmetic sector and prospects for its improvement in Azerbaijan.

Furthermore, to acquire information about the reviews of consumers I have conducted research through online survey and it will allow us to be able to get respondents' opinions about these products and the fundamental factors that have an influence while purchasing cosmetic items.

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Introduction

Cosmetic products are the products we use frequently in all areas of our lives. The number of distinctive products that are produced by the cosmetic industry is increasing day by day which fulfil the demand of customers. Especially luxury cosmetic brands, varying in fashion every season colours and attractive packaging and other products with different consistency and smell lead to attract both women and men easily and even almost everyone wants at least to have a luxury perfume for their own. Many people follow well-known brands and utilize luxury products that are produced by popular cosmetic brands. A cosmetic product is known as a mixture of preparations that affects the upper layers of skin to clean, protect, moisturize, nourish. Cosmetics play an important role for hair, epidermis, nails, lips on the external part of the human body or in the teeth, mouth like the internal part of the body for modifying appearance or as a cleaner or used as a protective substance or in the form of mixtures.

From the early ages humans used these products to look more beautiful and attractive and healthier as well. Cosmetics are utilized for owning well-groomed, smooth, healthy and beautiful skin and it contributes to raise confidence of a person and impress in a positive way. The concept of beauty has always been close with women throughout historical process and it stimulates the cosmetic sector to identify women as a target audience. It is crystal clear that the understanding of beauty is a changing concept along the history so in various geography, in the different cultures the beautiful one is always different and the only thing that does not change is that the beauty of the human being has always been met by people in a pretty diverse way and it leads to create beauty products which altered people's life in a distinctive dimension. For promoting beauty and cosmetic product groups it is used for male body in both written and visual media. Advertisements illustrate the message of "being more beautiful is your right" is given to all with various mass media and using beautiful and well-kept female images in advertisement inspire

people and affect them to understand the necessity of beauty as a part of daily requirement.

Women are seen as the main axis in consumption. For this reason, changes about women's perception are followed and these are adapted within the system. So there is created female profile in the media. Especially women's magazines are accepted as the main vehicles which take the foreground the consumption ideology. With persistent messages media play an important role in this process. While the media is shaping the thoughts of being male and female and also makes women to follow unreal and restrictive beauty standards. We are in a world of excellence, especially women's perfection. Everything can change for the sake of beauty. Presented images by media and other structures in society easily affect people. In this process, advertisements are an important factor that stands out. The interest of the visual and written media on this subject, desire for living more social life and giving attention of beauty of appearance by individuals increased in number and speed in the cosmetics sector developments, the demand consumption of personal care products. People are showing a stronger interest in cosmetic products with each passing day.

Since establishment of cosmetic world it has held an important place in human life. It is a fact that cosmetics can't be denied that they increase the quality of life. In the contemporary world cosmetic products encompass the main part of human life. Everything which directly relate with care and health such as creams, make-up supplies, perfume and is consumed by people. Especially products for skin and hair cleaning, care and beauty have played a special role in human life either in the pastor nowadays. The modern person's healthy life plan involves a proper diet, regular exercise in the open air, adequate rest and effective skin cleansing. In every era of human history, hair, eyes, skin and nail care and adornment have never lost the importance of beauty concept. Having a healthy and well-groomed, beautiful and smooth skin is a factor that increases the self-confidence and affects the physical and mental health positively. Historically women have been identified with the concept of beauty and women have been

taken as the target group in the cosmetic industry. Today, however, cosmetics and cosmetology have the same prescription for both women and men. In the course of the cosmetic development process, researchers have shifted to new quests for years with skin moistening, softening or make-up, as well as the ever-changing cultural, social understandings, science and technological progress stimulated them to have some alterations. Cosmetics which obtained by applying new raw materials and applying new technologies are serviced to consumers. Beauty discourse offers women a perfect image, imposes beauty criteria, and they make women feel like they are special ones. For coping with deficiencies and in adequacies there is necessity to purchase beauty products and services.

The object of the research is:

- find out most significant factors about beauty industry;
- Investigate the effect and importance of cosmetic brands for women;
- learning which characteristics of beauty products is more necessary for women than others.

The purpose and object of dissertation is to detect which marketing strategies and ideas are able to gain success for companies in beauty sector.

Information base and research methodology. Written literatures which are regarding cosmetic industry and some reliable online sources and dissertations are used as theoretical basis for the study.

Innovative features of the paper. The most salient feature of this particular research is to analyze content and elements of beauty brands according to various age-group and the major factors about beauty products that differs from women to women because of their ages.

Practical essence of the dissertation. The information which is given in this paper can help to understand the most crucial elements that have influence women while buying beauty product groups. The evaluation in the conclusion part will give a comprehensive and detailed explanation about, what kind of products can be mostly preferred by consumers which contingent upon the age and profession. According to the results of the research, it has been detected that,

distinctive age groups pays attention to diverse feature of the same cosmetic brands. Particularly, it has been proved that elder women have been always looking for the products which let them look more beautiful and younger. For fulfilling the requirements of women and booming the supremacy companies spend huge amount of money on different marketing strategies. Nevertheless, it is not always feasible to forecast the result of the activities and strategies immediately. There is usually a need to get accurate result. They can be aware of this with survey and investigating consumers' needs with serious veracity.

In the following parts of the paper you will clearly see significant differences among that women who own various occupation and some diversity between selection of the housewives and officious women. And marketers should take into consideration all details during implementing marketing strategies.

Literature Review

1.1.Main features of beauty products

The cosmetic market has customarily been a standout amongst the most powerful and beneficial areas of the economy. Generally, it incorporates beautiful beautifying agents, cleanliness items and healthy skin items. Improving beautifying agents now in our nation is for all intents and purposes not created, this fragment is lost for quite a while, if not for eternity. Conversely, the section of healthy skin items and sterile beauty care products has each opportunity to wind up to a great degree effective. The improvement of this division is of extraordinary significance for the national economy of any country. The present day perfumery and beauty industry is a standout amongst the most critical branches of the world substance industry, recognized by its scale, high elements of advancement and science power.

Cosmetic products have a certain market share in the industrial world. In the developing world, this sector grows day by day. What do cosmetic products encompass that appeal to everyone, especially women? Essential oils, fragrant blends, fragrances, beauty and makeup products, skin and hair care products, products intended to protect oral and dental health, shaving products and toiletries are collected under the name of "cosmetic products". In beauty industry the category of beauty and make-up products are in the first place in the world. United States is the country that imports most cosmetics products and it is followed by England, Germany, France and China. In recent years, the amount of money consumers spend on cosmetics has begun to take a more prominent place in their incomes. However, due to the effects of the global crisis, these products have gained a key qualification for the beauty market by preferring easy products made in houses during these periods.

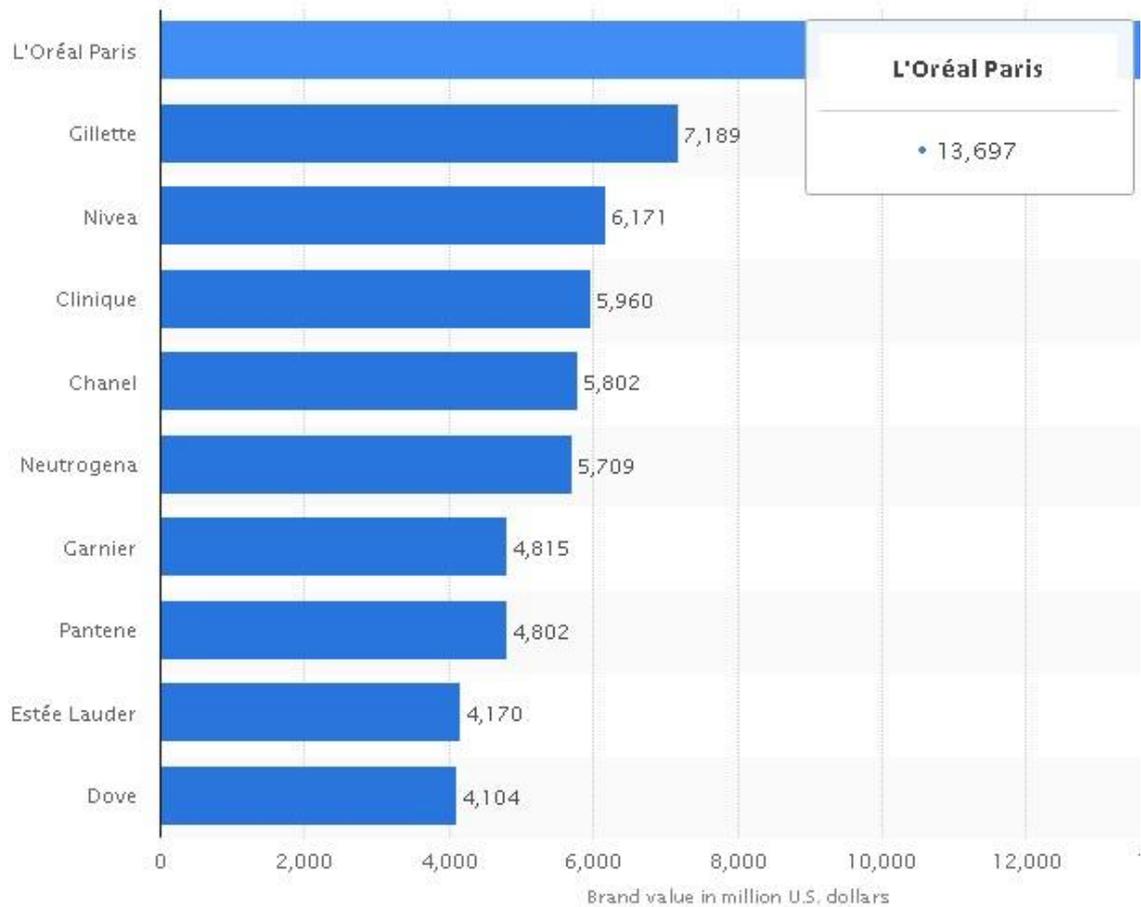


Figure 1: The top beauty brands in the world

Source: Statista.com

L’Oreal consumer products, luxurious products, hairdressers professional cosmetic products sold in pharmacies and professional products sold has divided itself into four segments. L’Oreal Paris, the major brands of Garner, Maybelline, L’Oreal Professional, Lancôme, Helena Rubinstein, Biotherm, Giorgio Armani, Ralph Lauren, hair care and dying, skin care, make-up and perfume market in all categories.

Cosmetic products applied to the face, scalp applied preparations, body-applied preparations, make-up products, which classified as preparations applied to hair and nails. Preparations applied to the surface are moisturizers (creams and lotions), cleansers (lotion, solutions), rejuvenator and skin regenerators (cream containing Botox and vitamin, lotion, spray, solution), sunscreen agent and oils (cream, lotion, spray), maintenance and condition adjusters (masks, creams) and color openers. Make-up products can be classified as eye and eye area (headlight,

eye pencil, mascara), cheeks and skin makeup (powder, foundation, blush) and lip products (lip paint, pencil). Preparations applied to hair are cleaners (shampoo), conditioners (spray), formers (gel, spray, brigantine, cream), permanent preparations (emulsion cream and solution), hair dyes and hair openers. Nail polishes, fingernails hardener preparations and nail dye cleaners are applied to nails. Soaps used in skin cleansing, powder and shampoo, especially make-up materials, perfumes, deodorants used several times a day while products used to impart styling color and shape used several times a year. Generally we can classify cosmetic products as:

Cosmetic preparations applied to the skin such as soft creams, cleansing creams, hand creams and lotions, face masks, shaving preparations and so on. Cosmetic preparations applied to hair for instance, Preparations hair straightening, shampoos, hair dye, nourishing preparations for hair and etc.

Cosmetic preparations for teeth and mouth cavity like toothpicks and other preparation forms, preparations for the protection of teeth and so on.

Other cosmetic preparations such as Preparations applied to the foot, baby preparations, bath preparations, body powders.

There some essential elements that influence Global cosmetics and this is depicted below with graphic.

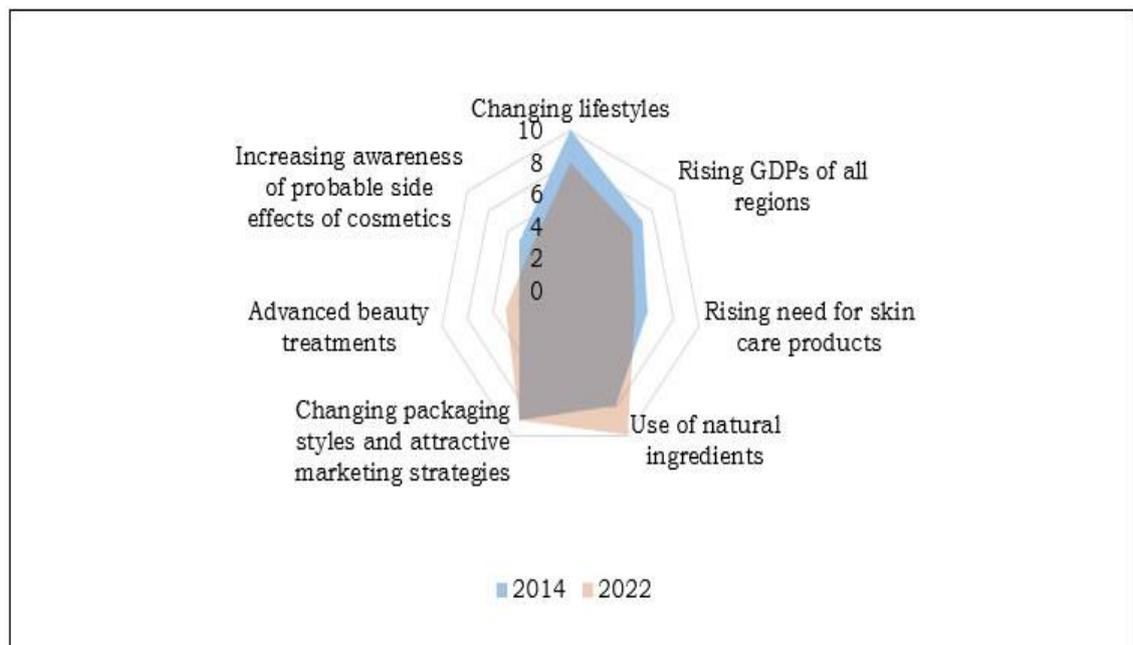


Figure 2: Important elements of global cosmetics

Source: Secondary research and AMR analysis

Alteration of ways of life

Advancement in the ways of life of different people is impressively affecting the magnificence market. Recipients have as of now been more cognizant about using of beauty products in life with an undertaking for boosting their style division and aggregate character. Cosmetics are noteworthy piece of our life in regards to extending every individual's inborn excellence and physical features. Males also demonstrate a major inclination to use beautifying agents in their diurnal life including particular sorts of fragrances and deodorants. The gigantic order of magnificence items adds to the growth of makeup advertises all around the world.

Utilization of natural fixings

Expanding propensity of utilization of common fixings in magnificence items is observed among various manufacturers. That inclination guarantees taking off want for natural or natural excellence items among clients. Utilization of organic excellence items decreases the possibilities of feasible side effects of the product. Finally, it prompts move to use of corrective items among clients

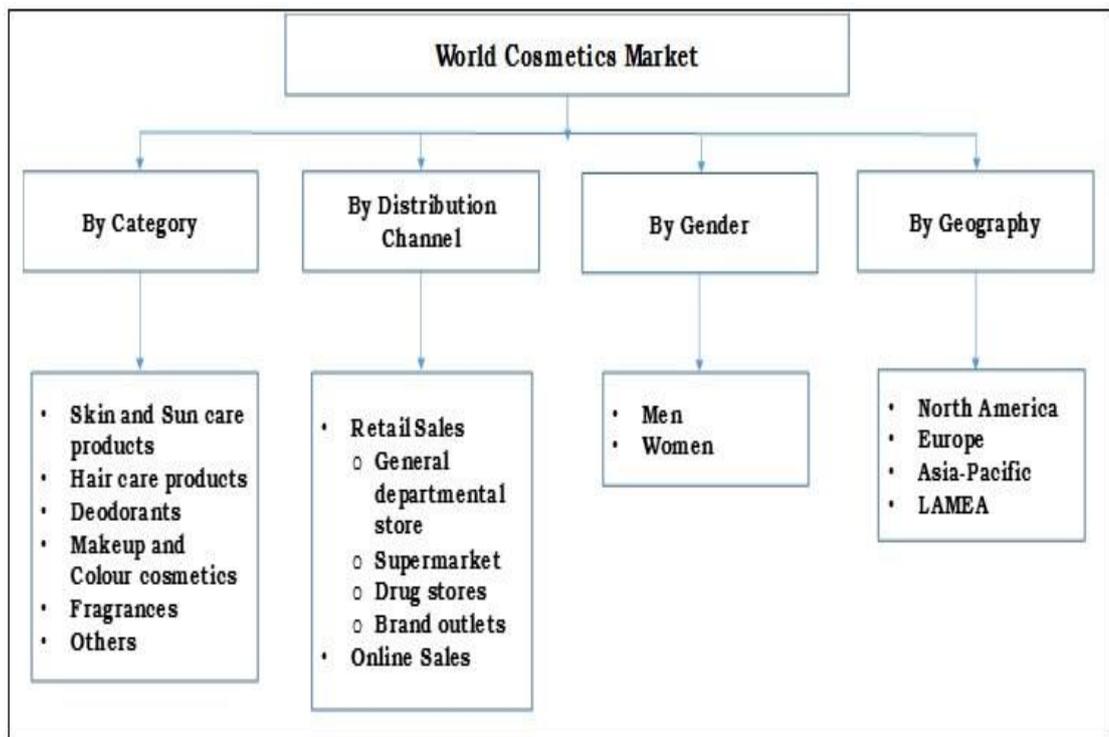


Figure 3: Classification of cosmetic market

Source: Secondary research and AMR analysis

The overall beauty care products advertise is partitioned as the segment of cosmetics, distribution channel, gender and area. Different classifications of beautifying agents and their present market patterns are explained in this area. Segments of restorative items delineated in that report include items for healthy skin and hair care, deodorants, cosmetics and shading items and aromas. The class of healthy skin is the most actually enhanced section, mixed and diverse parts of excellence items. Items that delivered by the organizations should breeze through a few dermatological tests and simply after this they can acquaint for last usage in the market. Right now, makers are utilizing propelled gadgets, for example, some gadgets for creating healthy skin items.

Skincare is the biggest worldwide cosmetic sector, even it is predicted to be more than \$130bn in 2019. Skincare is considered for the most percentage of ingredients produced for the cosmetic industry, at 41% of the totally worldwide volume of ingredients. .

Between 2007-2009 when there was stagnation, there was a general worldwide upward regarding GDP and economies among diverse zones. Currently, soaring GDPs of distinctive countries is impressing in a positive way to worldwide beauty market. Permanent enhancement in GDP led to boost the economies of multiple countries and as well as contributed to growth of the outlay capacities of citizens. Enhancing non-returnable income standards of the inhabitants among several areas forcing them to purchase private luxury products, that it aids to impress positively to worldwide market expansion.

The production of cosmetic products requires a very serious and disciplined work. In order to achieve the objectives of the enterprises in this sector they implement marketing activities, while before they do their programs, they choose their target markets. Their age, gender, marital status consumption units with specific characteristics such as socio-economic and cultural similarities make a market for them. It should not be denied that packaging plays a great role in the production of cosmetic products. If one looks at packaging as a link between the manufacturer and the consumer, it is obvious that package is the most important part in this link. Packaging has an important place in many sectors, especially cosmetics sector. The outer structure, package, shape, appearance of the product is very significant because it will give us the first positive and negative view about the product. The first impression is the one that creates the greatest impact on people to buy that product. The packaging is the product's clothing and the tongue. Graphic design in packaging is the only tool that allows consumers to reflect on and interact with all aspects of the product offered for sale. Your product should influence the customers. If they are affected by the packaging of the product, the likelihood of receiving that product is over 50%. In particular, women are paying attention to the content, not the price of the product they prefer, more crucial thing for them are the brand of the packaging and the image of the brand. The image of the brand is very effective in purchasing the product. Because a brand that has made a name, can make public to accept its own name then brand already runs along with the name it has made. Consumer buying behaviors have a vital role in

the selection of brands, while the demographic, psychological and social characteristics of the target audience also illustrate pretty much impact in the selection of brand. Consumers often choose the brand considering the image the product will provide their requirements. A good company that sells high quality products should also complete this quality with its packaging. Because, as we mentioned above packaging has a big impact on sales. Especially when this subject is a cosmetic product, you need attract the ladies' eyes with no any difficulty with the aid of packaging.

The packaging design has a great proposition in the sale of a product. People look for much in the products they buy. They will be interested everything about the product that they buy. They ask questions such as where they were produced, how they were produced, what conditions were produced, and whether it has detrimental effect for health or not. It is straight that they have own rights to ask this questions. Because they pay huge amount of money for it. After asking the questions I have mentioned above, what else do they look for in purchasing products? They start to look at packaging, an important issue for producers. The word packaging refers to the appearance of the product from the outside, and it is one of the items of the product that the customers are curious about secondly. Recipients have a weakness regarding good-looking things. Packaged products which are quite impressive are always one step ahead of the market, comparison two distinctive brands but with the same product even though both of them can they meet the expectations of customers but buyers would rather who have better packaging in the sale of similar products. For example, Clinique lip gloss and Lancôme lip gloss have similar qualities. Prices are also very close together. Likewise, according to situation that there is similarity between two images in clients' mind people can remain dilemma between the two. But as a packaging, if someone stands out and impress us even more, that product is one step ahead. And more sales will make the product better packaging.

In the creation of packging there are some basic components that ought to be considered. First of all the outline ought to have a thought, ought to be

straightforward. It is sufficiently essential to create and get ready thoughts considering the right and reasonable data and the specialized characteristics that they should have clear information with the goal that the bundling plans of our items don't make the client be mistaken. There are four major functions of packaging that need to be taken into consideration during the production of it. The package's product protection function, convenience function, the function of holding and the function of giving information to the consumer are the basic mission of it. And it has been experienced that the color of packaging of beauty products has a serious impact on women's purchase habit. Digitalization and device are going to last signing the cosmetic and personal care products also other industries, and that will affect packaging as well. Modern purchasing forms with utilization of cell phones, contemporary apps that aid to customers try products like color beauty products as well as customization of packaging via digital platforms, will let recipients to own their packages and last products.

1.2 The essence of promotional ideas for cosmetic brands

A businessman should think nearly all the time. He needs to take into consideration not only regarding the profit or bereavement about his company but also about widening the company. Companies should maintain their growth by turns to remain in rivalry for a long time. The expansion is solely feasible when any company is earning more return due to its endeavors than amount of its expenses. When any company in running situation it is straightforward do analyze regarding what's serving the purpose about it or what's not coming in handy. You can form advanced promotions according to this information. It is undeniable fact that occasionally sales promotions have capacity to help firms to soar their revenue and to get more profit.

Promotions are appealing suggestions which companies propose to their recipients solely for a restricted time. Pending that restricted duration the business be supposed to determine serious objectives also purposes for its struggles. Any business isn't able to implement any promotion with not defining targets. Even if any promotion is commenced with not any particular objective, businessmen will never get that whether their endeavor is beneficial for them or not. It should be considered in this condition that firms need reiterate their promotions and they can solely do whenever they can be aware that which promotions can bring productivity to their company.

The major and vital aim of any promotion stimulates is that it makes any firm to differ from rivals. Not any company will set any promotions if there isn't any competition. Firms have to be strong in front of their of opponents on account of making satisfied their clients, so only then they will be loyal to your products. If there are two competitive companies which suggest almost the same brands for consumers then consumers will pick which suggest attractive promotions. Beyond shadow a doubt, it is similarly crucial to tell everyone regarding promotion with utilizing numerous advertising and marketing tools.

Companies need frequently to bunch their brands together for setting a promotion. Usually they do it by offering more famous product with a less famous one. This aid them sell their famous brand more and to get more profit and to introduce their less famous product to their recipients so it will lead to get advantages from this situation. If this less famous product can be satisfied by consumers then firm will be able to have two more famous brands. The sales can go up as a consequence and with a felicitous promotion company can earn return on investment.

Promotions permit you to utilize your suitable information and generate more effective information from it. Like you keep up doing your business, you gather a lot of data from thousands of recipients. With utilization of correct database software you can be aware of latest trends, patterns and propensities of your consumers. With the utilization of this information you are permitted to

implement targeted promotions. By gathering information regarding promotion you will be acquainted with your clients better. If you have enough information regarding your customers then you can implement more fortunate promotions. Additionally, if there is anything suitable solely for a limited duration, consumers enjoy to speak about it.

When recipients say any item regarding your promotion that time they are become to your marketing spies. They swell regarding your promotions to also it contributes to consumers becoming fascinated to do trade with you. Branding is entirely regarding to make your recipients to remember you. Whenever they think about you then it forces them to be suitable doing trade with you. With implementing promotions constantly then you are a remembrance for recipient. When any consumer understands purchasing any new brand then he will assume of verifying to see whether there is any promotion that suitable or not. The most essential pros of promotions nowadays is that you create utilize of diverse digital platforms regarding market your promotion. You have blogs, social websites and video hosting websites as well and it permits you to inform all your recipients regarding latest promotions. It aids you to be noticeable internet where you need to be noticeable for your target market. With being noticeable in social network you can make a pretty serious illustration of your company and brands in the brains of recipients.

The most significant item here that firm needs to do for implementing promotion effectively is information. If you did gather more information then it means that you will be able to manage your promotion successfully and with least trouble. Firstly, company has to make a decision the reason for promoting and then the thing that you desire to promote. What is the major objective for it and would you like to promote any thought, a latest brand or any campaign? When you have made decision the item you desire to promote you need to be aware of who is your target audience as well as the platforms in which paces you can easily attract your target audience.

Beauty brands lead to expand original beauty of all women, we can't deny

that beauty product firms need suggest attractive promotional activities if they really wish to fascinate their clients and make them purchase their brands without hesitation. There are distinctive kinds of promotions that businesses can implement for attracting consumers easily. These tools may involve sample product distribution, coupons, contests and sweepstakes, gifts, money returns, price reductions, price-quantity advantages, packaging and product tasting panels. It is useful to briefly mention these tools have:

Sample Product Distribution:

Sample product delivery means that to offer small quantities of any product for testing a consumer distribution. Sample products distributed in stores, on roads or door to door which are the products that aim to introduce the brand.

Coupons

Coupons are distributed in product packaging, in newspapers, in magazines. Along with the increase in online shopping, in the internet sites of banks, distribution as a code in shopping sites has become widespread. In the context of any shopping or viewed advertising there is a code which provides discounts, gift products and similar promotions used as a coupon.

Contests and Giveaways

Competitions and giveaways give n opportunity to consumers to win valuable gifts. They are applications that provide opportunities. According to the luck, skill and expenditure amounts consumers are given chances for winning a present. Other promotional offerings include giving equal chances to customers and a small number of consumers are awarded in contests and giveaways. Consumers are more likely to encourage them to win prizes.

Gifts

The gifts are given to consumers when they do shopping, free products and services provided by the operator to create satisfaction. Specially, in our country one of the most well-known gifts are gift cards which permit recipients to buy whatever they want according to gift card. It can easily fascinate consumers because there is no denying that all people enjoy to get free gifts.

Price Reductions

Researches illustrate that in contemporary world price reductions have become one of the most effective tool for retailers to increase their sales intensity and speed which contributes to increase profit as well. During the product life cycle especially during the maturity period of it the implementation of price reductions leads to prevent competitors from performing their oppressive competition activities it would be most appropriate.

Product Tasting Panels

For the highlighting the attractiveness of the product, and to keep product on consumers' mind there is a product tasting panels that include tasty catering is one of the promotional tools referenced. The products are introduced and tasted in the established stands. For cosmetic brands there is free trial for them for testing the product. So the sale of the product is increased or product awareness is created.

There are some significant presents or women especially when they purchase cosmetic brands. They are:

Brush set for make-up

Brushes for make-up are the most crucial items for women which guarantee for remaining your make-up effectively. Women will expect better presents that brushes for make-up. Women are thrilled with these kinds of marketing presents which can make them even to be having brand loyalty. Although the utilization of the brushes can be for limited duration, while the brushes' bag can be very useful which can be used for a long time by women. Women can buy new brushes and put them into these bags. The style of the brush sets can be very creative and charming which can fascinate women's attention without difficulties.

Cosmetic Charm Bracelets

There is no denying that the main part of women really enjoy to get this kind of charming presents. Particularly, if it is something attractive accessory then women will be in love with this brand for treating their customer in a positive way. With this tool when recipients take a look to their bracelets which was given by your company then they will immediately memorize your company and brands

which are suggested by you. Beyond shadow a doubt, it will contribute to give information other people regarding your products and it can definitely aid to get new recipients. It is clearly observed that it is one of the most impressive methods to advertise your company and products and make your consumers to be loyal to your brands with giving them free presents.

Organizer Make Up Case

When women purchase several make-up items it is significant to put them into protective and suitable cases. It is provide you to be sure where all your make-up stuffs and to use all of them without hardships. In addition with this tool is it is more available to find your make-up items easily whenever you need because these organizers permit to gather all of them. When you suggest this kind of organizers with high quality then your firm and brands will rise on consumers' eyes and your company will be respected by all and it will be your benefit comparison with your rivals.

Pocket mirror

One of the most significant items that women are thrilled to utilize in their daily lives is mirror which turned to crucial and favorite thing of almost all women. Mirrors are utilized when you washing your face or trying new clothes in shops or just for make-up. Mirrors permit to do lots of things at the same time. Particularly, mirrors can be found in every woman's bags which are pretty portable and aid them to look themselves in urgent situations. Even mirrors can be considered as best friend of women because it is always with them and helps women to be aware if something is wrong regarding their appearance.

Purse for beauty products

One of the most necessary presents for women during purchasing beauty products is make-up purse. Charming, colorful and portable ones are the most favorite gift for customers. Beyond shadow a doubt it is also significant item for expanding visual appearance for your product. So when company gives these purses to women it can also contribute to be known around you consumers' friends and acquaintances in a positive way. Even though these purses can be found

everywhere, while when they are given it as a free present then it will be seen as a vital and needy product which can be protect your small make-up products and portable for all customers. Furthermore, the utilization of cosmetic purses can be for distinctive goals and that's why it will be appreciated by all consumers. As a result, giving purses as a free present is pretty good idea.

Travel bags for beauty brands

When women travel for long distances it is clearly observed that they always want to carry their beauty products with themselves. However, they cannot take big organizers or small purses for this purpose. That is why they need some item for carrying their cosmetic brands which also should be both comfortable protective for sensitive and products. Furthermore, if your company gifts this bag for women when they purchase your brands they will definitely value your brand and they will spread word of mouth to all their friends about your products.

Generally, the each way of promotions can be effective to attract consumers' attention, it is indispensable factor that people can be impacted free gifts or price offs without hardship especially when the target audience is females it becomes much easier for cosmetic firms.

1.3 Prospects for development of cosmetic industry in Azerbaijan

Pending earlier years beauty items and individual care in Azerbaijan has outlined huge upgrade about esteem pending 2016. However, there was significant fluctuations in regards to costs of brought brands which took after that hopeful extension so it added to defeat perpetual examples of downgrading and steady money pending 2015 and 2016. So this came about to rocket the need of magnificence brands with accessible costs.

The most essential aspects pending consumer decision-making procedure are relevance and value

It was obviously observed that because of cheapening of manat along 2015 and the therefore deterioration of cash genuinely inspired buyers buy propensities

as well, so they declined to purchase extravagance or costly items and they started to purchase conservative brands. On the other hand the change of retailing part results to improve in regards to esteem shares on specialists of excellence segment and contemporary basic need retailers about the general offers of corrective brands and individual care amid the year. The notoriety of these retail instruments has taken off in light of assortment of brands with practical costs examination with some existed customary strategies.

There is limit regarding local production of cosmetic products and personal care in Azerbaijan with little number of companies working in economy and canonical price factors. The negativity of recipients' apprehension and too small confidence of customers contribute to have immaturity of domestic manufacture and local products as well. That is why it forces companies in Azerbaijan to combat with low level of perception of recipients regarding cosmetic sector and personal care managed by international companies such as Loreal Group, Procter and Gamble, Palmolive. It is measured that these companies gathered more than fifty percent of sales in the market during 2016.

Worldwide trends impress the enhancements of new brands in Azerbaijan

As indicated by lessening of interest for corrective brands and individual care organizations are compelled to think about the recommendation of brands with more focused costs. In any case, because of increment of clients observation in regards to overall advancements, generation of new brands with additional esteem focal points and different kinds of items which give significance amid usage of them were kept on being made in corrective part and individual care In Azerbaijan in that year.

According to prediction there are some expectations that there will be higher growth percentages in cosmetic industry and personal care than it was enrolled during previous years. There are significant aspects that support the enhancement of cosmetic sector and personal care as well, while the most essential ones can be the improvement of contemporary retailing, serious requirements regarding

relevant shopping, soaring brand suitability and especially significant enlargement of recipients perception regarding ultimate cosmetic products and personal care brands. In addition, backing up by advertising tools and activities as well as local production instead of retailers can be considered pretty necessary factors about enlargement of customers' perceptions regarding national products and enhancement of their dispersion pending the future time.

There was significant reduction regarding sales that enrolled in color beauty products in Azerbaijan during 2016. It is considered that one of the most necessary factors that resulted this reduction was because of downing incomes of inhabitants and country pending whole year which was overcome with the devaluation of national currency in country between February and December during 2015,so it was the beginning of hard times of country which significantly affect consumers purchasing habits as well. That is why the devaluation which commenced since December during 2015 as well as ensuing reductions concerning value of national currency could seriously impress the capabilities of expenditures of several recipients in country, so lots of citizens were forced to take some alterations regarding their spending because of devaluation of manat and they began to cut some expenses which they do not necessarily demand them and beauty products are also coming in the beginning of the list.

It is measured that in color beauty products L'Oreal group caught first place concerning sales of these brands with 28,8 value share pending 2016 in Azerbaijan. The most necessary reasons regarding L'Oreal's powerful position and enlargement of percentage about its value share in beauty products during 2016 in our country are the wide range of company's products in cosmetic expert retailers also contemporary grocery retailers tools like markets and possibility of a lot of kinds of its brands which can compete with its rivals and take advantages from this rivalry.

It is forecasted that there will be serious growth rates regarding cosmetic sector in Azerbaijan in the next future. Especially the enlargement if latest fashion trends as well as enhancement of variety of products, improvement of modern

world that relate to beauty sector will affect customers purchase habits which can result to increase sales in cosmetic market for the following period.

It is clearly observed that during recent years there have been lots of developments regarding cosmetic sector and personal care in Azerbaijan. Especially women's interests to beauty products contributed to open new beauty shops, cosmetic boutiques which sell brands and products which are quite famous all around the world. However, we can easily say that the most famous beauty shops in Azerbaijan which opened firstly were "Sabina perfumery and cosmetics" and "Ideal perfumery and cosmetics" as well. They suggest more than hundred brands of distinctive countries from economical brands to luxury ones too. Furthermore, women can easily find any brand in these shops which suit to their wish and budget.

Ideal can be considered the main part of cosmetic sector Azerbaijan. It has lost of branches in diverse parts of Azerbaijan."Ideal" Company was found in 1999 and even though it was not long duration but could be a leader for cosmetic and perfumery sector in Azerbaijan. It is the local retailing store which sells diverse kinds of multinational beauty products and perfumery to its customers in Azerbaijan. Beyond shadow a doubt Ideal is going to expand the number of its branches and product assortment to fulfill consumers demand effectively. Even though it was founded as a single shop, while currently the whole area that it catches in our country is approximately 7000 m² in the capital because of the effective strategies. These shops situate significant part of Baku city where all people can go and purchase great multinational brand assortment without any difficulties. It suggests to its recipients more than 25000 items in its branches form perfumery, beauty sprays, personal care to make-up items. In addition, during this small period of time this company could become even a leader in this sector which offer high quality products to its consumers and opened several branches not only in the center of the country but also other regions of Azerbaijan as well.

Not losing its consumers and to get more attraction by recipients Ideal always launch various promotions and it can be said that this firm is one of the

famous companies in cosmetic sector which frequently launches promotions especially during holidays. Furthermore, it is undeniable fact this company will continue to grow and to increase the variety of brands. It should be mention that Ideal group manufactures some cosmetic brands which has the same name with the company. Nevertheless, the product assortment of this brand is not wide and only produces foundation lipstick and while consumers enjoy and are interested in utilizing local products. Additionally, Ideal not only sells its own brand as local product there is another local brand which calls “Gazelli”. This brand suggests sun protection body lotions, sun protection body oils, body and hand creams to all people. This local brand and Ideal cosmetics and perfumery implement some charity activities which can attract consumers’ attention easily.

There is not only local beauty shops but also popular brands which are quite famous all around the world and are used even by celebrities and famous beauty bloggers as well. One of the this kind of shops is MAC which sells cosmetic products to customers. Foundation, powder, eyeliners, highlighters, blush, lipsticks, eye and lip pencils, make-up brushes and other make-up items as well. Another famous brand is Golden Rose which belongs to Turkey and are sold lots of products especially its nail polishes are favorite ones of women with its high quality. In addition, there are some famous stylists in Azerbaijan who even produce their own beauty products. Especially to manufacture eyelashes is famous production among beauty bloggers. It is undeniable fact that the demand of their products are also high.

For expanding cosmetic sector and personal care in Azerbaijan there are held some beauty exhibitions which can bring together consumers and producers experts of beauty products and perfumery together. In this exhibition recipients have opportunity to try diverse multinational and local cosmetic and personal care brands and to ask questions to beauty experts and stylists. It is known as multinational display which is held annually and fascinates specialists in this sector from different parts of world and they are given an opportunity to sell their products in Azerbaijani market and to know national experts and recipients as well.

Year by year it is seen that the demand of consumers especially women's to cosmetic products is soaring and it contributes to enhance the growth of this sector in Azerbaijan. Furthermore, increasing demand for cosmetic brands and perfumery and personal care stimulates to allocate budget for manufacturing these products and not to cut expenses for cosmetic sector. It is undoubtedly true that enlargement of customers' interest and demand for beauty sector forces multinational cosmetic companies to enter national market and it is clearly known that it impresses government's budget and economy as well. However, this situation makes significant difficulties for manufacturing local brands because of competition. It is completely true that it is not easy for new product to compete with international brands which are used to be purchased by customers. While to hold this exhibition gives chance to companies or individuals to get enough information regarding current situation on cosmetic market, recipients' wishes and dissatisfactions about brands, the most effective promotions for cosmetic products, to get detailed information concerning multinational cosmetic brands, to have data from beauty experts face to face and to form opinions for production of new product.

The enlargement of consumers' needs for beauty and personal care brands overcome to increase number of beauty shops that open in Azerbaijan. It is incontestable fact that nowadays there are more beauty shops that offer cosmetic brands to consumers than previous years. It is predicted that these beauty shops will keep to increase in the future as well. In addition there are possibilities to manufacture local cosmetic brands as well, while it is essential to take into consideration some vital aspects before promoting beauty brand. This can involve:

Firstly, commencing to sell products at small and medium sized stores is more beneficial than selling them at big retailing shops. It is because if any brand is new at the market it cannot be ready for big stores, that is why it is necessary to select not big retailing stores for the first time. If new product can be loved by customers then other stores will interested in that brand and firms can send samples of their product to them.

Secondly, firms have to communicate distributors. Retailers show a big

preference to purchase the products from wholesalers rather than buying them from firms in a direct way. Furthermore, it is a big advantage for any company to be able to sell their products to retailers directly, so their sales will rocket and give them great opportunity to catch high position in the market.

The next successful method for promoting cosmetic products is selling it via online. It is clear that in the contemporary world major part of customers show a big preference to purchase diverse brands online. To have its own website for any company is big benefit to attract recipients and give them a chance to select their products easily and even consumers who desire to try their brand in other countries. With this way it is possible to create local brand and ship it worldwide.

It is crystal clear that in the contemporary world social media has become essential part of peoples' life. Furthermore, it is significant for any company to be in the social media market. It is because those markets can aid company to rocket the number of consumers. That is why company should have a strong Smm managers who post creative and interesting contents about the company's products and inform consumers regarding novelties such as promotions.

Another significant factor about gaining success in cosmetic sector for any company to join trade and beauty exhibitions. It is because this kind of displays makes a big chance for companies to be in contact with potential customers, wholesalers and retailers to inform them about their brand. Even if company have an interesting presentation for all people who take place there then this firm have a big opportunity to reach its ambitions from the trade display.

Additionally, it is serious enough for any company to have a creative and unique logo which can attract recipients or retailers without any difficulties. It is obvious that, a logo speak about the company, its identity and gives message to all customers. And logo should be easy cosmetic logo for consumers as well as it will be everywhere where company will launch promotions and on its website and so on.

Comparison with previous years, nowadays there is more possibility to create local cosmetic brand in Azerbaijan. As other spheres cosmetic sector can

also be enhanced if its strategies can be implemented in a correct way. Unfortunately, there are few beauty products that belong to Azerbaijan. Nevertheless, it can be enlarged with some support which can be by government or investors and businessmen to utilize this opportunity effectively. In addition this local brand has to be ready for competition even with the multinational products in the cosmetic market. The all thing should be done to use professionals in this way and to convince customers that local brand also have high quality like the other international brands. Furthermore, it is significant to have a effective marketing strategies, and plans, as well as to launch some promotions to fascinate buyers and to prove themselves in this difficult way. So if all these activities can be carried out effectively then Azerbaijan also can have a new and popular cosmetic brand which has ability to compete with strong rivals in cosmetic sector and can be loved by recipient

2. Research methodology

2.1. Data collection through online survey

The main ambition of this writing paper is to be able to illustrate and prove an evidence about findings and data in a particular sphere of science. In order to prove your ideas and findings it is significant to conduct a survey or investigate ideas deeply through interview if not then you will not be able to depict the facts about the dissertation that you are working for. In order to conduct the research

you have to select the research methodology which is most suitable for your dissertation. There are diverse types of research methodology, while the most used ones are the qualitative and quantitative methods. Both of them has their own characteristics for collecting the data and the analysis of information.

The major function of the quantitative method is to analyze the numbers and figures. It is the method that measures the ideas, attitudes and contradictions through the identify scalar data and determine the total result.it is considered that quantitative research methods are implemented due to plan more than quantitative so we can call this more structured. This kind of research methodology involves distinctive questionnaires and surveys as well as statistical analysis which allow to get information about the rate of population's opinions regarding given questions.

However, the qualitative method allows us comprehension of reasons, attitudes and the ideas and to enlarge the hypothesis which help to keen insight to the given issue. The tools that qualitative method involves is the group discussions or interviews as face to face as well as observations and so on. It is a method to identify the reasons of the answers that given by the respondents. Occasionally it is feasible the utilization of both methods to if the sphere we are searching for requires to utilize both of them. The collected data will be analyzed for its figures, rates of the population and as well as the reason of the opinions of people.

The objective of the dissertation

The intention of writing this paper is to identify people's reactions and opinions about the cosmetic products in the local market and to define the major aspects that affect them while purchasing beauty products. Additionally we have to take into consideration each characteristics about the respondents which differ them from each other and that's why it is necessary to detect their age, occupation, marital status and income as well. Thus, the first of the online survey relates to identification of respondents according to the features that mentioned in the previous sentence.

The following question involves the frequency of purchasing beauty products by respondents and to determine the diversity of responses according to

their age, profession, marital status and the monthly salary.

The necessity of the next question is to define the significant factors that have more influence on customers when they select any cosmetic products. And here we include the aspects that relate to promotions, visual appearance of product, quality and the price of it, recommendation by acquaintances, the ingredient of product, whether respondents take into consideration to buy well-known brand or not and that individual factors by them.

The main purpose of continuous question is to get information concerning main parts of the city that inhabitants show a big preference to purchase beauty products, so here we categorize shopping malls, small cosmetic boutiques, via internet, the special branches of any brand, supermarket or anywhere else. Here the main ambition to specify whether there will be a huge diversity among people according to their profession and monthly income or not.

The subsequent question is regarding the amount of approximate payment for cosmetic products that consumers are ready to pay or already they do. It is clearly known that we will meet discrepancy among the answers because of recipients' earnings.

In this survey the another intention of us to get data the amount of time that women spend for their daily make-up. It is followed by the question that to get comprehension of the major types of advertisements that impress more on customers and as option we selected TV, social media or recommendation by famous make-up bloggers, billboards and radio.

The next essential question is to get information that which brands women show a big preference to purchase and which brand provide them with satisfaction in Azerbaijan. And in this question we give opportunity to women to select more than one option and to give their own opinion about the brand which is not in among the illustrated ones.

The forthcoming query is about in what circumstances customers can refuse the brand that they get used to utilize and give up on the product that they were loyal. The depicted options are alterations on quality and the enlargement of price,

impression by environment and finding out its substitute with appropriate price.

The next question is concerning the fundamental superiorities among types of beauty products that are mostly picked out by recipients. As alternatives there are foundation, moisturizers, powder, blush, concealer, lipsticks, mascara and eyeliner as well as individual opinions by respondents.

The last question compares the evaluation (1-5 points) of cosmetic shops in Azerbaijan. However, there are some selected beauty shops that are quite popular in Azerbaijan. The primary goal here is to verify most preferred shops and its reasons in the local market and analysis of evaluation?

Questions for online survey

1. Please define your gender
2. What is your age?
3. What is the degree of your education?
4. What is your monthly income?
5. What is your profession?
6. What is your marital status?
7. How often do you purchase beauty products?
8. What factors do you take into consideration mostly while purchasing beauty products?
9. Where do you mostly buy these products?
10. How much do you spend on beauty products?
11. How much time do you spend on your daily make-up?
12. What types of advertisements can impress on your purchasing decisions
13. What brands do you show a big preference for purchasing?
14. In what condition your brand loyalty can be over?
15. What types of beauty products do you buy mostly?
16. Evaluation of given beauty shops

3. Analysis

3.1 The results of survey

For being sure the authenticity of the writing topic online survey was conducted. As it's known the topic of dissertation is regarding cosmetic sector and its products. Therefore the responses of the survey based on the female's answers. The duration of the survey was almost 3 weeks beginning from the 10th of April. Generally, the number of women that participated in the survey is 150.

The age group of respondents is categorized from the beginning of 18 till more than 46. According to the results of the survey it is clearly seen that the major proportion of the age group that joined is between 18-25 which accounted for 75,3%, while the least age group is 46+ with solely 2,7%. The subsequent highest proportion of age group is 26-30 which measured for 10%, 31-35 age generation comprises 3,3% and 5,3% of the total respondents' age was 36-40.

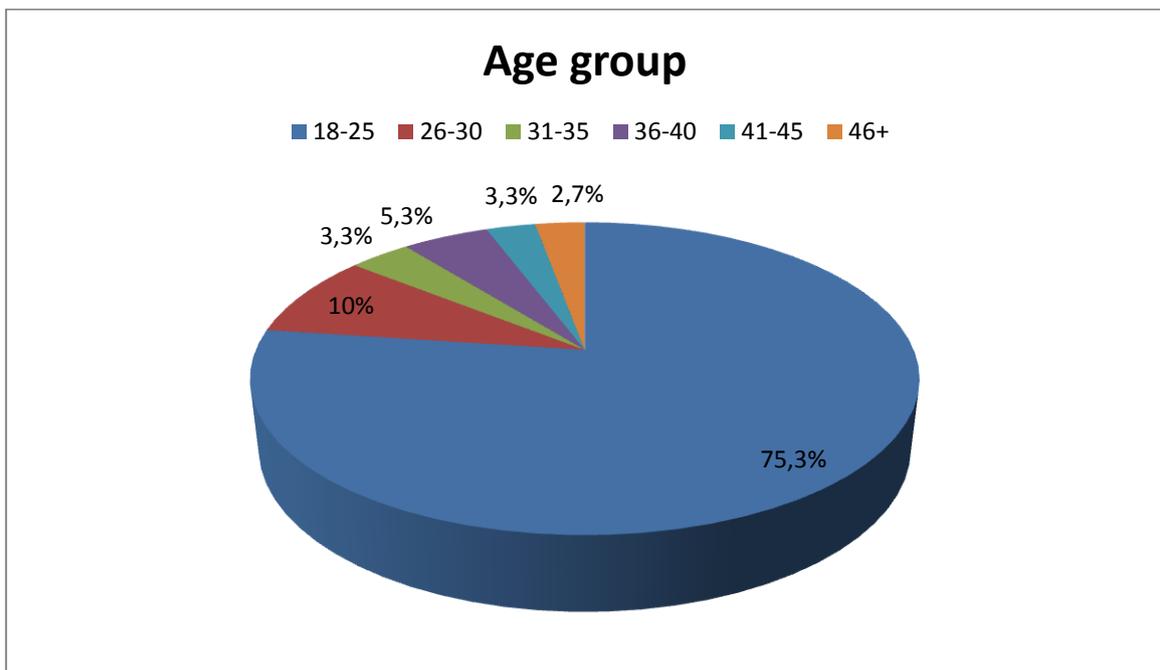


Figure 4: Age group of the respondents

The question regarding education was answered by all respondents (only one person is exception) and according to the survey it was observed that 53,7% of women owned their higher education, the proportion of respondents who had their master degree calculated for 10,7% with only 16 people, there is equal percentages who merely had their secondary schooling and still studying their bachelor degree both of them are 2,7% and PhD was selected by only 3 people which accounted for just 2%.

Getting data about people's monthly salary illustrates that the major part of women with high indicator (59,7%) earn not more than 200 AZN and this answer responded mostly by 18-25 age generation, people between 26-30 age group which accounted for 20,8% of all respondents claimed that their monthly income is between 201-500 AZN, the proportion of women who earned between 501-700 and 701-1000 are the equal which comprise of 6,9% of all responses, solely 2,1% get between 1000-1500 AZN and 3,5 % of women earn more than 1500 AZN as their monthly income.

The fundamental portion of respondents are students with 59 % index which was selected by 18-25 age group, the workers among the women consist of 33% of total result, unemployed people scored 4 %, 2% people work as freelancer, 1 % prefer both studying and working simultaneously and merely 1% of questionnaire is pensioner.

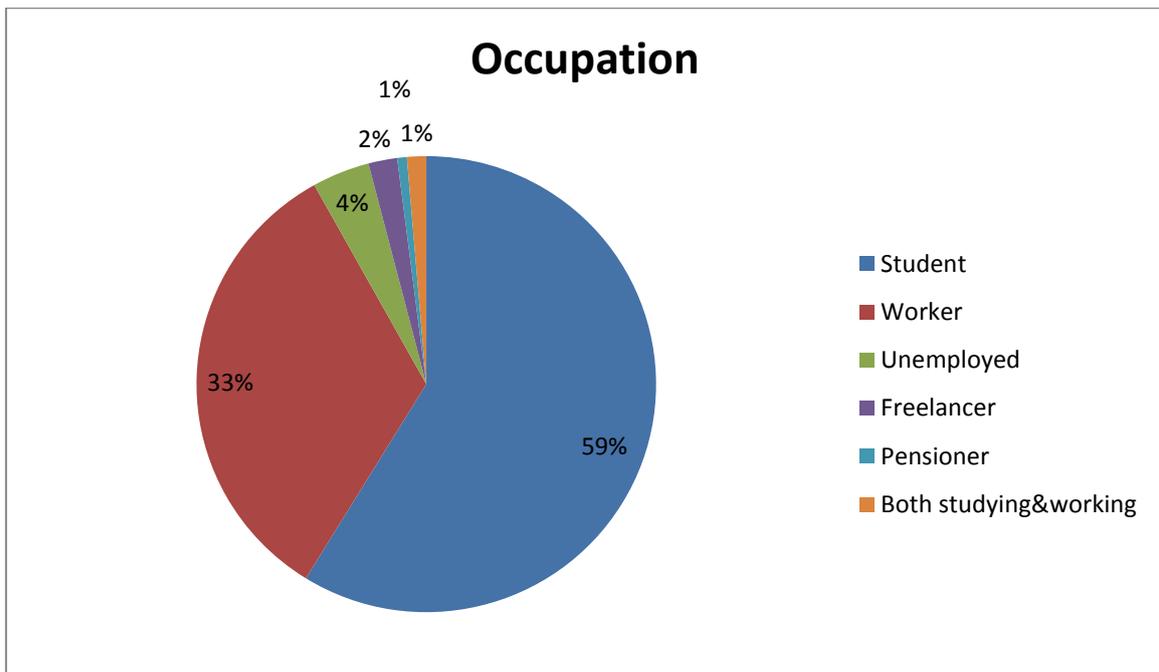


Figure 5: Occupation of respondents

The question concerning marital status of the participants depicts that the primary part of females is single which accounted for 82% that chosen by 123 women, while 18% of them are married.

The next question intends to inform how often women show a big preference to buy cosmetic products. According to the pie chart it is explicitly depicted that the major portion purchase beauty products every 2-3 months which measured for 42%, the second highest point reveals that 25% of respondents prefer to buy those products once a month, while 26 people answered that they do purchase a few times o month which accounted for 17%, nevertheless 14% of all people chose option once a year and only 1% of representatives said that they buy once a week and never use those products. It shows that there is almost no any woman who doesn't utilize those products. Nevertheless, there is distinction concerning frequency.

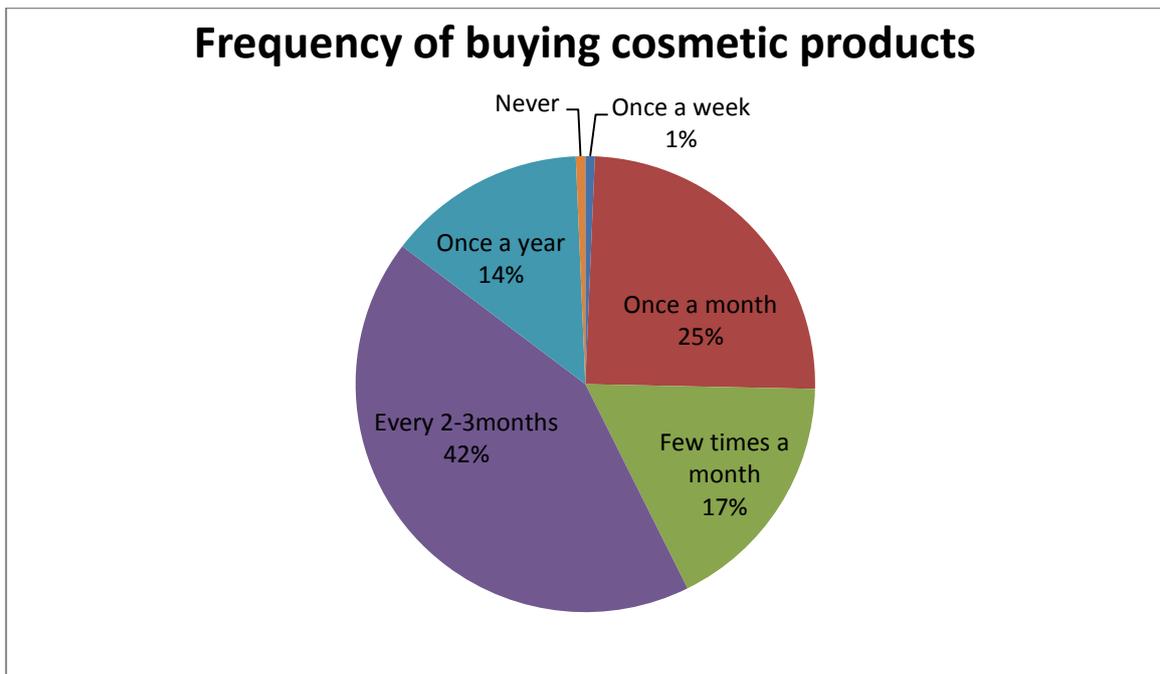


Figure 6: The frequency of buying cosmetic products

The figure 3 reveals that 39% of all respondents show a big preference to buy their products from shopping malls, while the second highest point belongs to small cosmetic boutiques which calculate for 26%, branches of brands was chosen by 26% of total women and 12% people enjoy doing online shopping, merely 2 % of females' antecedence is to purchase their beauty products from supermarkets and the same percentage was selected for changeable option and solely 1% chose "all options". Therefore it was illustrated with evidence that purchasing cosmetic brands from big malls is more predominant with higher indicator than other options. Overall, beauty products have to be tested by clients for being sure concerning its quality and accessibility for their skin type or color, so it means face to face shopping for this kind of products are the most suitable and comfortable way. However, the number of websites and social media pages is increasing day by which offer distinctive beauty brands with appropriate prices, so it is undeniable fact that the percentage of women will rocket who prefer to purchase cosmetic products via online in the future.

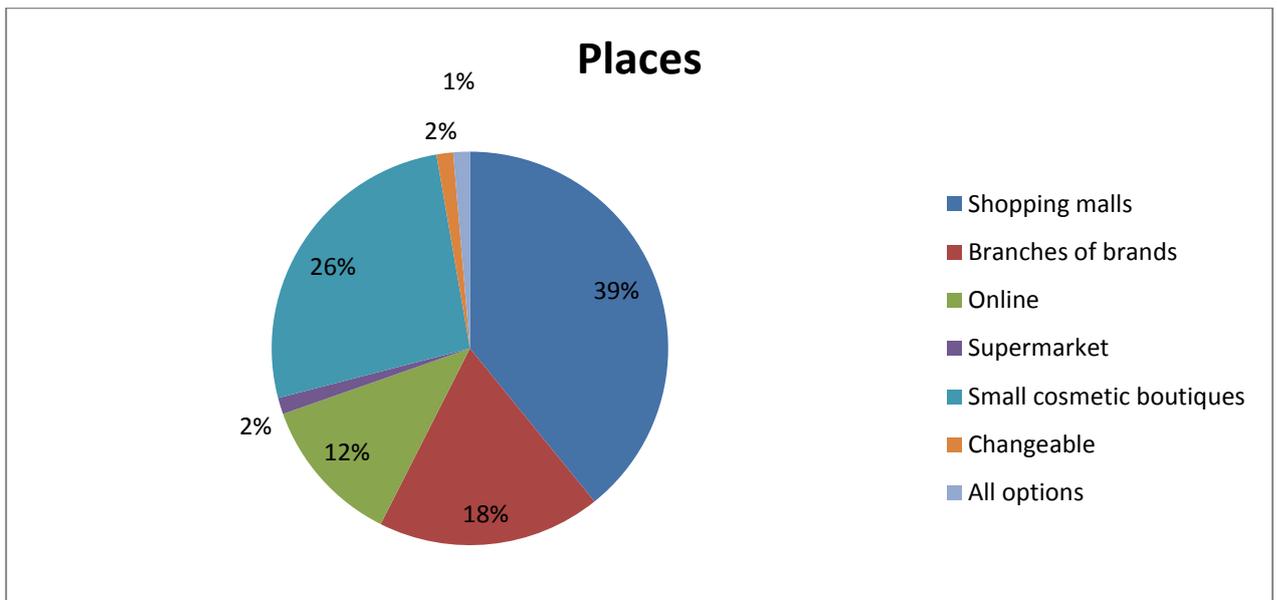


Figure 7: Places for buying beauty products

The fundamental propose of the next question is to obtain info regarding the amount of the money that respondents spend on beauty care. And it is clearly seen that 45,6% of respondents spend no more than 50AZN,while 32,2% claim the position of their spending stands between 51-100AZN,the percentage for100-150AZN is 11,7%,the option 151-200 comprises 6,7% of total representatives, the fifth option(201-25 AZN) was picked up by 2,7% and solely 1,3% of overall result go for the option 250+AZN.It means that the majority don't prefer to spend huge amount of money for beauty stuffs. The reasons of it may be the current profession and the ages of respondents.

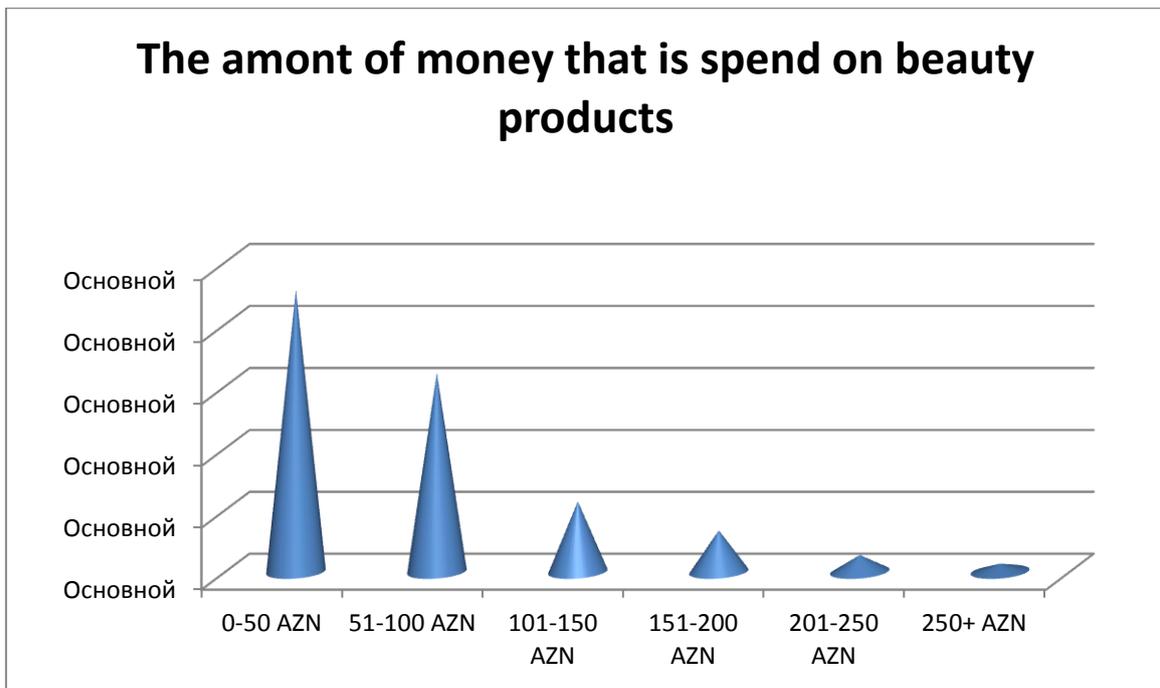


Figure 8: The payment that respondents spend on beauty products (with %)

Another striking point that the amount of duration that women spend for their daily make-up. Accordingly the performance of the results again exhibits its diversity. Most respondents selected that their daily make-up take 11-20 minutes of their time which accounted for 42,3%, the second highest score was no more than 10 minutes which selected by 35,1% of women, while 13,5% of whole participants go for 21-30 minutes, the option 31-40 minutes was chosen by 4,7% and merely 3,4% spend more than 41 minutes for make-up. And the diversity among the responses that women spend for their make-up can be due to their ages or occupation or their own characteristics.

3.2.To detect most used cosmetic brands in Azerbaijan

The primary aim of next question is to determine brands which spread mostly in Azerbaijan. In this type of question all respondents were given an opportunity to select their favorite brands, so they were able to choose more than one brand. One of the multinational brand which called MAC can get the highest score which accounted for 37%,and it was followed by Maybelline, NYX, Loreal and Pupa which percentages were 33,1%,32,40%,30% and 26,4% respectively. Collistar holds 16,2% of other brands and while Dior got 18,2% which is quite expensive and well-known brand and Clinique's score was 12,2% and Estee lauder was another selection of respondents which calculated for 10,8%.Only 2% of respondents chose another two brands which name are Oriflame and Golden rose as other options. In general, this figure reveals that women enjoy and are satisfied by utilization of international brands even though some of them prices are high enough. Especially, they show a big preference to use brands which are popular and are sold almost not only all the world but also in every beauty shops in our country as well. So it proves that the popularity of the brand plays an essential role among the women.

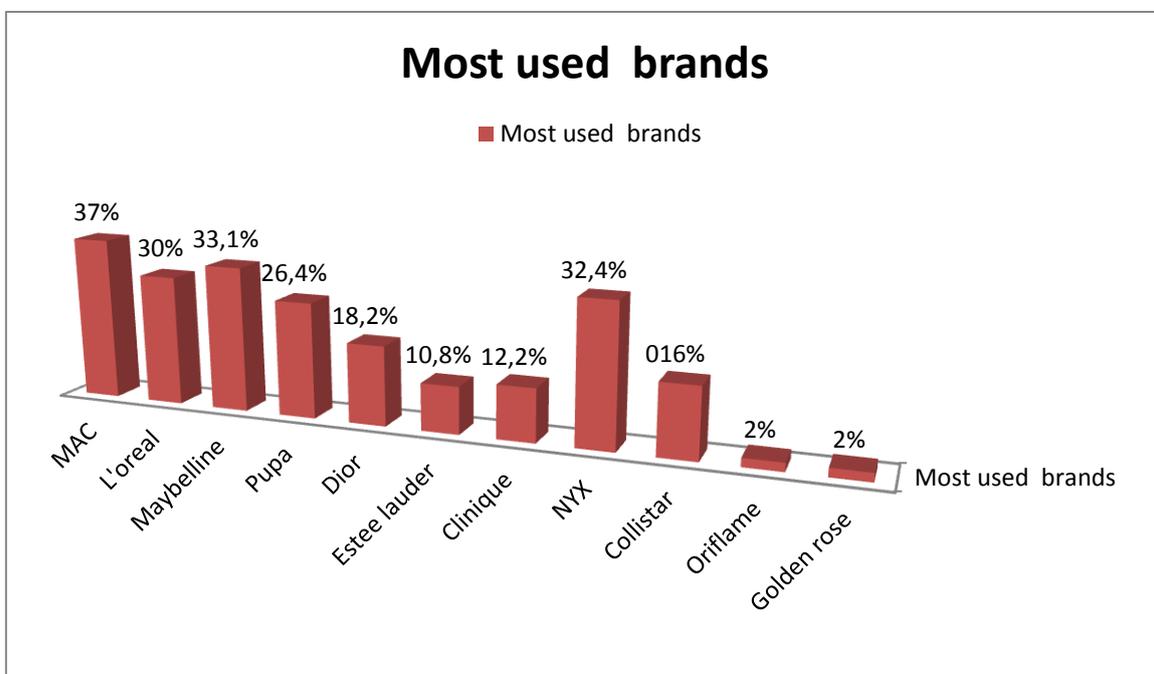


Figure 9: Most used brands in Azerbaijan

The another specific question gives information regarding what types of products women purchase mostly. The conspicuous point concerning result is the distinction among selections. As the previous question here also respondents could select more than one product, so the maximum point belongs to lipstick with 59 %, and forthcoming product is the moisturizer which calculated for 48% and it is followed by foundation with 46%. Mascara comprises 40,7% and eyeliner holds 30,7% whole result. Concealer was pointed for 26,7% and powder was the predominance of 15,3% of representatives and blush voted for 10% as most selected product by women. And merely bronzer consisted of 2% of the survey. As figure demonstrates that almost all females are fond of utilization of beauty items so they can't deny buying them. Even though the ages and occupation of respondents vary from each other, but it can not stop them purchasing beauty stuffs. It is undeniable fact that every women always try to look more beautiful and they are pretty sure that make-up items can help them in hat way. Nevertheless, the tastes are diverse and the percentages of products proves it. Therefore, it is explicitly observed that each female are thrilled to purchase at least one beauty item.

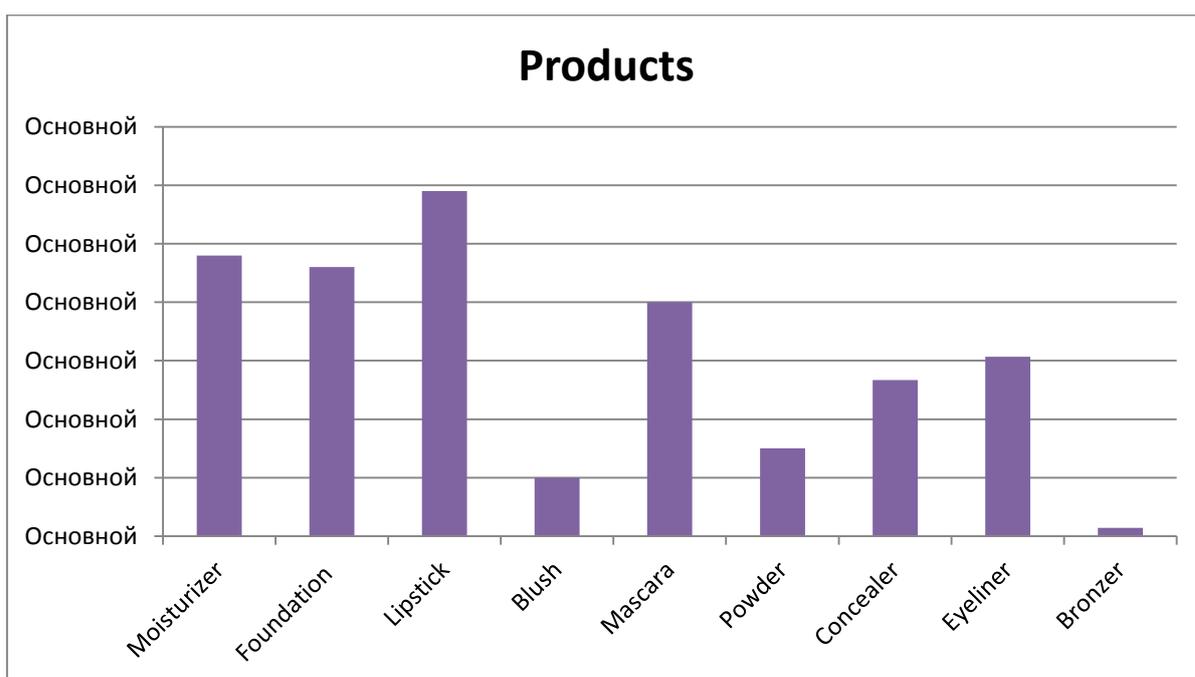


Figure 10: Most preferred beauty products (with%)

3.3.The most important factors that affect women’s purchase decision

When customers have to purchase beauty items there can be some essential aspects that impact on their decision seriously. This special question was made to acquire knowledge those significant elements, so there were given some factors that respondents were able to choose main factors. According to the result, it is indicated that most participants’ preference was quality of products which measured for 81,9%.The respondents were able to depict several impressive options, so price factor was also fundamental which accounted for 55,7%.

The figure also reveals that people take into consideration regarding recommendations by their friends or family members when they do shopping, and it is proved with 26,8% index. Another salient point that people’s selection concerning the ingredient of beauty items, it is apparently known that some people desire to utilize with more organic ingredients beauty product for their skin and this option was selected by 23,5% of participants. Promotions always can fascinate people and 22,1% of our respondents also are attracted by particular discounts or promotions. In contemporary world people try to utilize well-known or luxury brands especially in beauty sector and in this survey it is clearly illustrated that 21,5% of women are impressed by the supremacy of products. And creative packing also another serious element that influences buying procedure and 10,7% of women in this question chose visual appearance of products as an impressive factor.

Furthermore, even though the indicator of the option visual appearance is not high as the other option, while it is obvious that when the subject is “beauty” the females also desire to utilize those items with charming packaging and in it was proved by the 10,7 % of total women in this questionnaire.

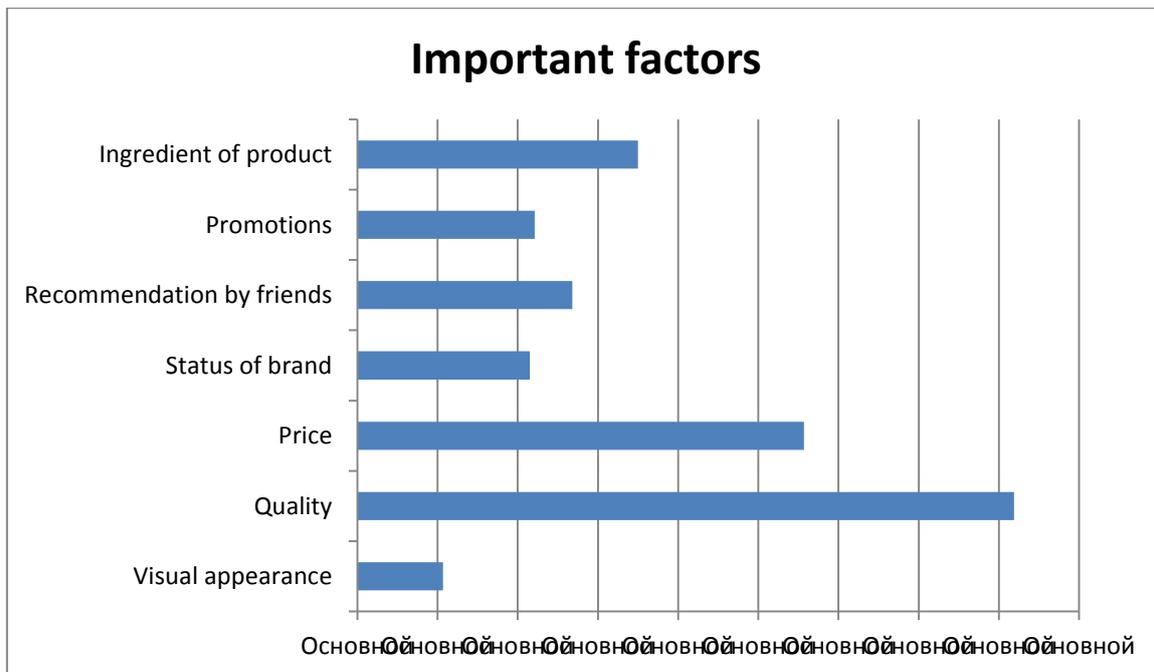


Figure11: Impressive factors for consumer decision making procedure

Advertisements are vital aspects that can alter opinions concerning products, but the kinds of them are diverse and their affection also will be distinctive. Actually, there was more serious diversity among selections, so as graph demonstrates the percentage of people who are easily impressed by social media advertisements are predominance with higher index with 72,2% than other options. The second highest score was gone for recommendations of beauty bloggers with 63,1%, especially forthcoming years the number of beauty bloggers is climbing up and their influence on women also become more powerful. Even though TV advertisements are pretty strong on consumers' decision while it is shown that their affection regarding beauty items are not high as other products and it is proved with 5,6% on this survey. Furthermore there is equality between percentages of billboards ads and reviews of users which calculated for 2% for both of them. The last dramatic point of this question is zero affection of radio advertisement on beauty products, none of the respondents selected this option. And here we can measure that the vision is vital factor on cosmetic stuffs.

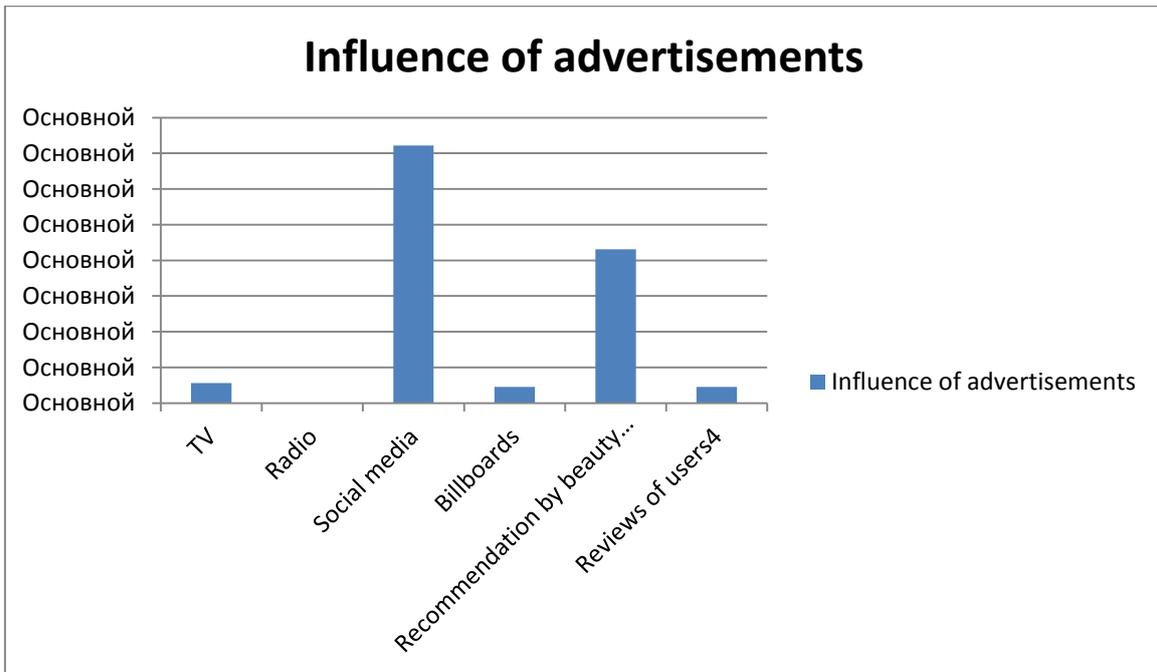


Figure12: The types of ads that impress people

Nowadays, there is brand loyalty among the people, while it is undeniable fact that in some conditions they can give up on their loyalty and commence the utilization of other brands. And this particular question intended to obtain the reasons why people can refuse their favorite brands. According to responses, it is apparently viewed that if participants feel any negative alteration regarding quality then they can stop using that product again and this option was chosen by 61% of total participants. The next significant point is if there are other substitutes of an brand with suitable price and similar quality they would rather to purchase that product instead of previous one and this option hold 26% of given answers. It is a fact that people not only take into consideration quality of product but also price is also crucial for them. And occasionally enlargement of price can force them make another choice, so in this survey 12% of respondents claimed that price aspect is pretty necessary for them and it can contribute to selection of another product. And the least percentage of the result is merely 1% which means that any impression from environment can make them using other brands.

Accordingly, we can come a result that people will not reject their lovely brands easily through influence by others, while if they feel like any negative thing

on their favorite product by themselves then it will not be hard for them consumption other brands.

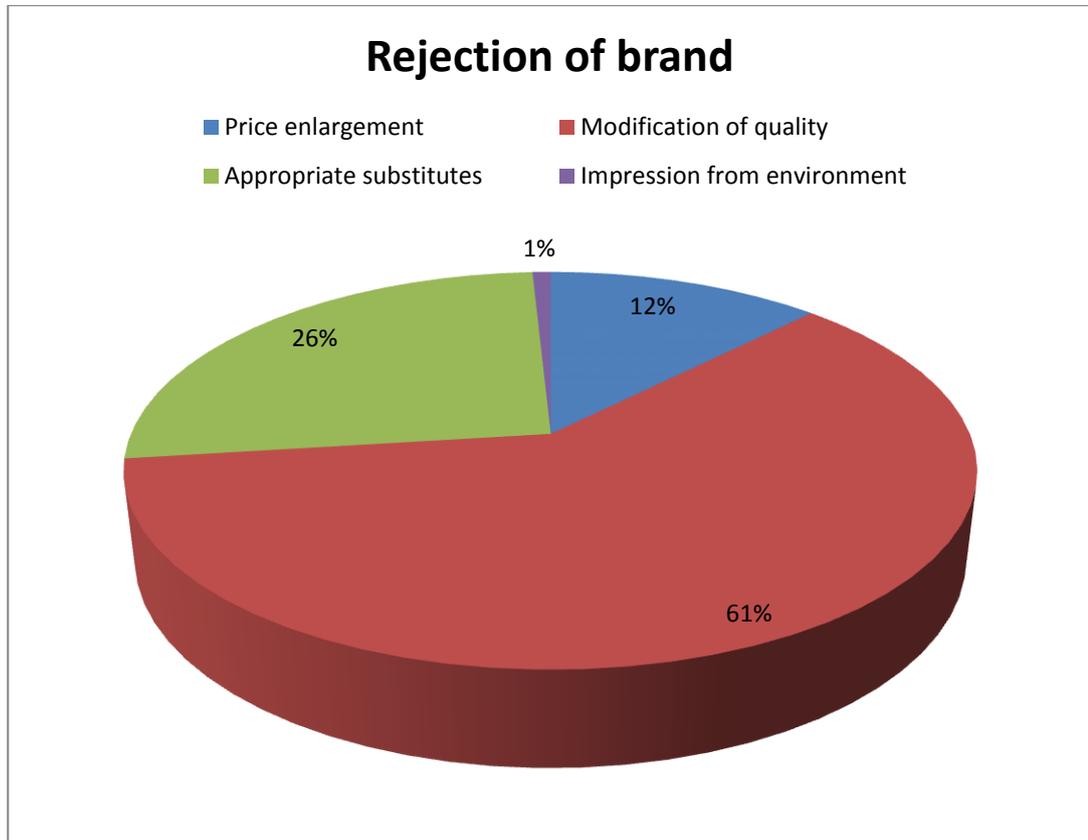


Figure 13: Reasons for rejection of brand loyalty

During recent years the number of beauty shops in Azerbaijan has been increased. Nevertheless, the satisfaction concerning those shops are distinctive. The fundamental propose of the final question is to acquire information and reviews of consumers regarding local beauty shops. Therefore, there have been illustrated famous beauty shops that are visited by several women during a day. There are given some beauty shops Ideal perfumery& cosmetics, Inglot, Golden rose, Sabina perfumery& cosmetics, Yves rocher, Bahar store and MAC. And in this question respondents were asked to estimate those shops with 1-5 points.

When we look through the estimation of shops we can see some dissimilarities, so the highest number of people gave 5 point to MAC which estimated by 29 people and it is followed by Yves rocher which was given 5 point

by 28 respondents, the least amount of total 5 point was given to Inglot only 12 people are highly satisfied with this shop. Ideal and Sabina perfumery& cosmetics, as well as Bahar store and Golden rose were given 5 point by 24,18, 11 and 21 people respectively. The minimum point which means 1 mostly given to Ideal which performed by 21 people and minority estimated MAC with this point which accounted for 12 people. Golden rose, Sabina and Bahar store also were given this point by around 20 people. Yves rocher and Inglot estimated by 19 and 16 people.

Generally, peak of points for Ideal perfumery is 4 and 1 which were depicted by 28 people, for Sabina is 3 that evaluated by 27 people, the maximum assessment for Bahar store is 2 point performed by 28 respondents, as Bahar store Inglot and Golden rose also mostly estimated with 2 point by 31 and 39 representatives respectively and the highest score for Yves rocher and MAC is 5 as it's mentioned above. However, it is remarkable aspect that not all respondents assessed all beauty shops, and it means that not all women purchase their beauty items from distinctive stores. Some of them even estimated only one shop and it makes us think that they are loyal to one store.

These results disclose that women are interested to try diverse beauty shops and evaluate not only the quality of the product but also price factor as well as service in those shops to recipients and etc. so all these aspects are taken into consideration and estimated by the female clients concerning those beauty stores. In this question they were given opportunity to evaluate not only local beauty shops but also distinctive multinational brands' branches. And when we look through the responses of consumers it is apparently observed that the satisfaction from national shops are also high, and it means the situation in cosmetic shops in Azerbaijan can be in the same competition with international brands.

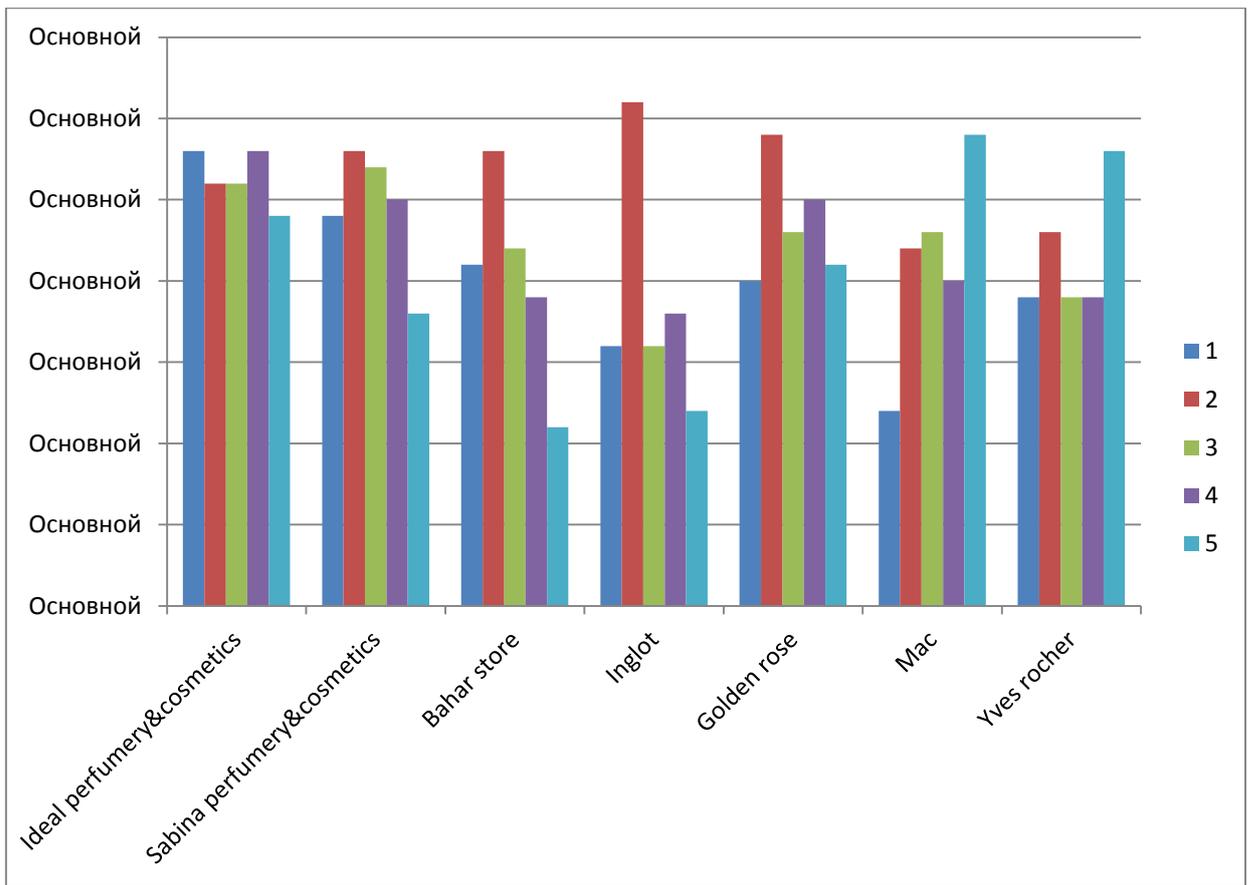


Figure 14: Estimation of beauty shops

Conclusion

The writing paper gives data to its readers regarding the cosmetic sector and its current situation in national market. In addition, the target audience of the research is women, therefore it provides the acquirement of women reviews about the utilization of beauty items, their satisfaction concerning quality, price, existent beauty shops by means of conducted survey. At the end of collection of data the occurring conclusions are followings:

One of the most remarkable questions in the survey is the frequency of women's shopping on beauty products. The result of the survey illustrates that, most women show a big preference to purchase cosmetic products every 2-3 months and there is no any female that doesn't utilize those products. And this result has to stimulate local companies to produce national brands and to earn women's reputation.

The forthcoming questions encompass how much time that women spend for their make-up in a day and amount of cash women are ready or already to spend for beauty products. It is surprising that according to answers they don't spend a lot for buying and the occupation and the ages of participants play crucial role in this question, so main part of representatives are young generation and normally students it is normal that they pay for this products less than workers and adults.

The next salient question is to divulge the most imposing aspects that influence women while buying beauty stuffs. According to the responses it is disclosed that women firstly take into consideration quality and price is coming behind it. There is no doubt that nowadays when people purchase any product then they always desire to see high quality and this is also valid for beauty products especially they when they are utilizing for skin. In short high quality of the beauty stuffs comes first for most women. However other factors such as advise of friends or family members as well as the popularity of brands are also essential elements for women and these aspects can also make them buy any cosmetic brand even though before they've never tried it before.

The main purpose of the subsequent question is to obtain places are selected for purchasing beauty items by participants of the survey. And it is demonstrated that big shopping malls are their favorite ones which can get their dignity. Nevertheless it doesn't mean that the brands' own branches or small beauty shops don't accept lots of recipients pending a day.

The upcoming question is concerning type of advertisements for beauty items and this question compares its affection on females. It is indispensable fact that advertisements have a great role on products while their kinds can affect diversely to each consumer. The result of this question elicits that women are impressed by social media ads and of course famous beauty bloggers. Extra striking point about the results of this question is the impression of TV ads is not high like the impact on other products and Radio ads on beauty brands can't influence consumer in any way.

Another piquant and from my point of view the most interesting question is which relates to the women's loyalty to beauty brand. It is certain that occasionally people can refuse any product and commence to modify their mind regarding their favorite brands. And the result of the responses of this question illuminates that if there is any alteration on quality of brand in a negative way then women are ready to use other brands instead of their favorite ones. This is a good message for cosmetic companies and beauty shops they don't have to be confident and try to deceive customers through modification the quality or enhancing price otherwise they can lose their recipients easily.

It is also significant to acquire information that what types of products are preferred firstly by women in cosmetic sector. The survey depicts that Azerbaijani women would rather to purchase color cosmetic items like lipstick as well as to make their face look more flawless so moisturizes and foundation creams are predominance of them. It can make us to think that on these products women mostly take into consideration the significant aspects.

The last question relates to evaluation of existent beauty shops in Azerbaijan. This question indicates that local beauty shops have a great capacity to

compete with multinational brand's branches. Even though the estimation was distinctive by each respondent but it is obviously seen that big national beauty shops play a necessary role in cosmetic market.

In general survey divulged that this sector can be developed in Azerbaijan. It is clearly observed that each Azerbaijani woman has a great interest in beauty items. However, their choices and requirement are diverse from each other. Nevertheless analysis of the answers reveals that high quality of beauty product is more essential than its price. Even though their monthly salary is small while majority would purchase beauty brands which are valid for them rather than utilization of poor quality. Additionally, for women one of the most encouraging factor of advertisements is recommendation by beauty bloggers, so based on their reviews of any cosmetic brand they can be impressed with it. Cosmetic companies will not get enough attention if they implement radio ads or billboards on their products. However, it pretty necessary to remember that promotions are very attractive for most women as its mentioned previous chapter. By launching various kinds of promotions it is feasible to fascinate clients and the result of research also reveals it. Every modern women are thrilled with usage of cosmetic products, furthermore it can be stimulate of enhancement of advanced beauty products and there is no doubt that the number of new cosmetic brands will rocket in the future.

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