

SPECIALTIES OF CONDUCTING RESEARCH FOR EXHIBITIONS

Target exhibitions' audience is divided into two groups: exhibitors (companies, proposing for acquaintance goods and services) and visitors.

However, experience of conducting research for cosmetics market showed that reports dealing with both exhibitors and visitors are especially interesting. That's why it is worth to choose for analysis target audience which, as a rule, visits exhibitions actively. For example, youth.

2008 I was involved in the research project "Students' preferences for body&hair care agents' which was conducted by Ukrainian Marketing Association'. It was presented on Exhibition 'Cosmetics market today' of Forum 'Ukrainian Cosmetics Industry', organized by cosmetics portal InterCHARMua.

In this research 82 students were interviewed (62 women and 22 men).

38 students were 17 years old, 19 students – 18 years, 14 students – 20 years, 6 students – 19 years, 4 students – 21 years, and 3 students – 22 years.

Research showed that respondents most frequently use gel for shower (79 persons), hair balsam (50), hair mask (45), thin soap (39), intim gel (33), and foam for bath (29), body balsam (28), bath salt (25) and bath oil (13).

According to research results, most students (36 answers each) buy body&hair care agents once a month or several times a month.

Respondents mainly buy these goods in specialized shops (50) or supermarkets (25).

Choosing TM students follow friends' advice (34), TV advertisement (26), and their own experience (22).

Research also showed that most respondents (38) prefer buying goods by the piece (but not set of goods).

Generally, answers on question 'Which TM of body&hair care agents do you buy?' were different. However, for shampoo 14 respondents answered 'pantene', 11 – 'fructis', and 10 – 'head&shoulders', for gel for shower: 20 – 'palmolive' and 14 – 'nivea', for soap : 15 – 'palmolive', 8 – 'camey' and 8 – 'dove'.

Most students (70) don't know Ukrainian TMs of body&hair care agents.

Research showed that the most important features of body&hair care agents are: reduction of damaged hair (52), shaping long termed size (24), shaping brilliance (23) and deliverance from scurf (23).

Most respondents (48) buy body&hair care agents for present.

In conclusion, I would like to admit, that in spite of young age, students' preferences are based on estimation of usefulness of these goods.