

**Urgel E.  
S. Dovgan, research supervisor  
National Mining University**

## **MARKET FEATURES OF THE SALON SERVICES FOR THE WOMEN IN NOVOMOSKOVSK**

The market of beauty salons depends on various external influences proportionally, such as increasing the welfare of the population, the financial and economic situation, exchange rate instability. It should be understood that an important factor affecting the development of salon business, is that the market of beauty salons develops not only themselves, but also in combination with other markets, so the total economic and political situation in the country, one way or another, affects on the individual beauty state.

The market of services beauty salons of the small cities differs from a mode of functioning of megalopolises. Different cities, different consumers, various tastes and preferences of consumers; other range of services, less wide, than in big cities.

The market of services beauty salons in Novomoskovsk is in a saturation condition. Opened more than 10 hairdressing salons and beauty salons, which offer a similar range of services, like health and beauty salon MIRRA. These organizations operate on the market for quite a long time for a period of 10-2 years. For such a long time establishments, had their constant consumers, who do not want to change the master of the interior to change the salon. At this stage of development of the beauty salons market and hairdressers can compete only by price and quality of the service provided.

However, there are different tastes and preferences in the behavior of consumers directed to receive the services provided by the salon. In 2011 the research was conducted, in the course of which it became known, that 64% of the women want to improve their appearance. The consumers spend money not mindlessly: they always try to figure out what salons offer to, more demanding to the products and services of beauty salons. Consumer beauty is one of the most educated and demanding: higher education have 76% of women.

Procedures performed in the salons, can be divided into three groups:

- Image (hairdresser's services, manicure, pedicure, tan, tattoo, piercing and other).
- Medical (correction of defects of face and figure, rejuvenation, cellulite programs and others).
- Relaxation (massage, SPA, aromatherapy and other).

Thus, 87% of women attend image procedures, 62% of women attend medical procedures and 17% of women attend relaxation procedures.

The customer satisfaction with standard list of services is becoming increasingly difficult every day. In turn, the consumer expects from the beauty salons new and interesting offers. In the current situation in the market of beauty salons occasionally use advertising and sales promotion. But, nevertheless, if you use the following marketing tools increases the loyalty of consumers and accordingly, salon profit raises.