

The Need to Analyze the Assortment and Improve the Quality of Cosmetic Products for Consumers in Hot Climates

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Abstract: The article presents research data on the structure of the assortment of cosmetic products and ways to improve it for consumers in a hot, dry climate.

Key words: assortment of cosmetic products, structure of assortment of cosmetic products, medical and hygienic cosmetics, decorative cosmetics, luxury cosmetics, mass-market cosmetics, quality indicators of cosmetic products.

Introduction.

As the economy develops, one of the main tasks today is to replenish the consumer market with quality goods that meet the needs of the population. To accomplish this task, on the one hand, it is necessary to study the needs of the population, on the other hand, it is necessary to produce consumer goods in accordance with the needs of the population. In particular, one of the important tasks is to replenish the market with high-quality goods that meet the hot, dry climate, traditions and requirements of today.¹

The word "cosmetics" (from the Greek "Cosmetik") means the art of decorating. The modern concept of cosmetics has expanded significantly.

Currently, a complex of hair, oral and skin care products is called cosmetics, which are used to prevent the appearance and elimination of defects, as well as to prevent premature aging of the skin. Based on this, the assortment of cosmetic products is grouped into medical and hygienic and decorative products. The assortment of cosmetic products is formed based on the purpose, intended purpose, type, used main raw materials, volume or weight and type of product packaging².

In recent decades, the consumption of cosmetic products all over the world, including in our country, has been increasing. A huge number of new products with new consumer properties have appeared on our market. Today, more than 500 companies and enterprises produce cosmetic products abroad, but more than half of the production volume is concentrated in the

¹ F.A.Akhmedjanova Analysis of the structure of the range of silk fabrics for a region with a hot dry climate.

² Yakovleva L. A., Kutakova G. S. Merchandising of perfumery and cosmetic products: Textbook for universities. M: - 2015.-285s.

hands of 10 largest companies: L'Oreal (France), Procter & Gamble (USA), Revlon (USA), Florena, Londa, Wella, Schwarzkopf (Germany), Oriflame (Sweden), Lumene (Finland). The largest producer of perfumery and cosmetic products is the USA (about 1/3 of the total volume). The structure of the assortment produced in the world of perfumery and cosmetic products is characterized by a significant share of cosmetic products, with about 65% being skin care products. This is due to the demographic situation and the prevalence of older age groups among the population who use cosmetics. Therefore, in recent years, manufacturers have spent a lot of money on the production of anti-aging cosmetics. Much attention is also paid to the development of hypoallergenic cosmetics, because the number of people suffering from allergies has increased. A large group (second place) among cosmetic products is made up of hair care products. In recent years, there has been an increase in the share of styling and color products³.

The saturation of our market with imported goods, high prices for goods from well-known Western firms, and the low quality of cheap counterfeits forced domestic manufacturers to increase the competitiveness of their products. New research activities, the development of new technologies, decoration, advertising activities, a modern approach to commodity information, and other research contributed to the revival of the domestic cosmetic industry, an increase in demand for domestic goods.

Consumer preferences in the cosmetics market are mainly influenced by the price, fame and authority of the company, as well as by the advertising of the product. If earlier imported cosmetics in Uzbekistan were perceived as of high quality, now Western quality must be proven, and high prices for imported goods have further intensified the consumption and production of domestic products. Unfortunately, the situation with advertising is worse for domestic products. On television, we mainly see promising commercials of imported products and, under the influence of advertising, spend a lot of money on their purchase. If domestic producers used television advertising as widely, the demand for domestic products would be higher.

Analysis of the market for cosmetic products and the characteristics of its consumption allows us to identify the following groups of consumers on the domestic market, united by their requirements for the product.

Highly wealthy consumers are demanding for quality, they purchase products in company stores, choosing them, first of all, according to the manufacturer, its popularity. Medium-income consumers are demanding for quality, show interest in publications, expert assessments, purchase products in stores, choosing at optimal prices. Some of them are undemanding to quality; they buy cosmetics as needed at markets, kiosks, and streets. Low-income consumers are not demanding on quality, they mainly buy cosmetics of everyday demand - soaps, shampoos, toothpastes.

³ Heat V.I. and other Commercial commodity science. Moscow: Publishing House "Dashkov and K o", 2000. - 241p.

In this regard, cosmetic products, in terms of complexity, are divided into two classes: the "luxury" class, in the production of which natural and high-quality components are used, designed for the buyer with a high level of income, and the "mass market" class, in the production of which synthetic components are used. targeted at buyers with middle and lower middle income levels.⁴

The commercial examination of perfumery and cosmetic products showed that the luxury class accounts for 32% of the assortment, and the mass market class accounts for 68% of the assortment of cosmetic products.

The range of cosmetic products sold in commercial structures includes products for hair care, skin, oral cavity, shaving and after shaving products, manufactured by companies: Procter & Gamble, Fratti-Cosmetic, Schwarzkopf, Colgate- Palmolive ", " Garner ", JSC Concern " Kalina ", " Gillett ", " Nivea ", etc.

To study the assortment of cosmetic products sold in commercial structures, we analyzed such assortment indicators as purpose, purpose, country of manufacture and types of cosmetic products as the main factors that form the assortment.

The assortment of cosmetic products for the intended purpose includes medical and hygienic and decorative cosmetics. Medical and hygiene products include cosmetics intended for hair care, skin care, shaving and aftershave cosmetic products, oral care products, soap and other hygienic cosmetics. The commercial examination of cosmetic products for their intended purpose showed that 68% of the sold cosmetics accounted for medical and hygienic cosmetics, 32% were decorative cosmetics. (Fig. 1)

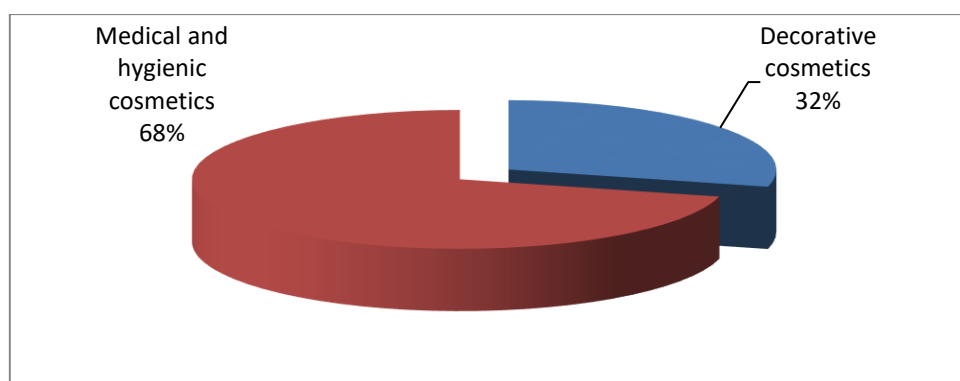


Fig. 1 The structure of the assortment of cosmetic products sold in commercial structures by purpose.

Analysis of the assortment of medical and hygienic cosmetics showed that the largest share - 30% - is taken by cosmetic products for hair care; 20% are skin care products, these are hand and face creams, scrubs, cleansing milk; 11% of the assortment accounts for soaps and cosmetic products for shaving and after shaving; the smallest specific weight is occupied by products for the care of the oral cavity - 12%; 16% of the assortment is occupied by other

⁴ Heat V.I. and other Commercial commodity science. Moscow: Publishing House "Dashkov and K °", 2000.

cosmetics, these are products such as deodorants, antiperspirants, medicinal cosmetics sold in pharmacy chains. (Fig. 2)

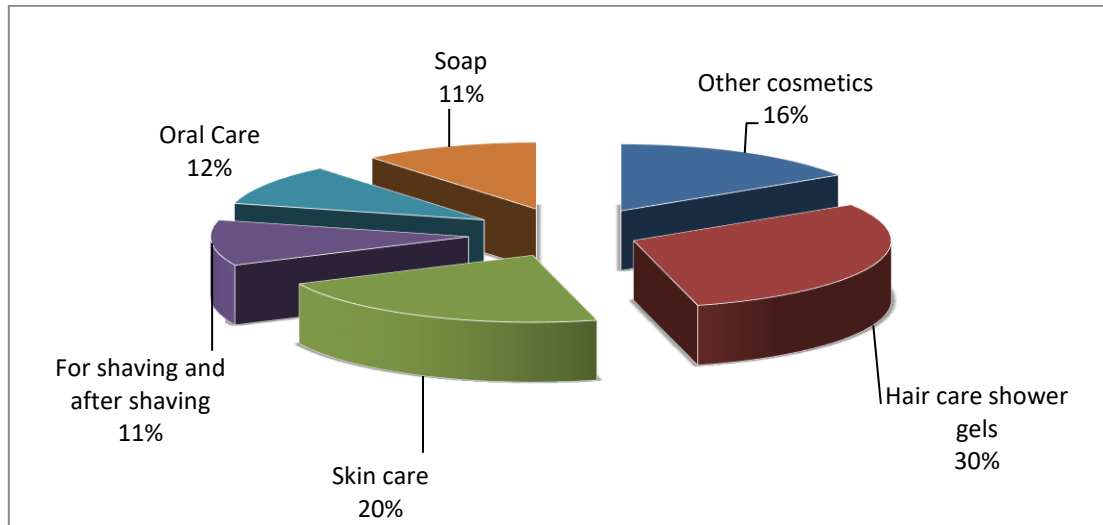


Fig. 2. The share of medical and hygienic cosmetics for the intended purpose.

The range of cosmetic products produced in Uzbekistan in recent years, due to the high demand for them, has expanded significantly.

Brand awareness has the greatest impact on consumer choice. This, in turn, is directly related to the advertising budgets of cosmetic companies. Globally renowned multinational companies spend billions on maintaining the prominence of their brands and creating psycho-emotional attachment to them on the part of potential consumers. All factors are taken into account: from age to the likely emotional state of the buyer at the time of visiting the supermarket or contacting the seller. Hence follows another voluminous cost item - sociological and other studies of customer behavioral stereotypes.

The largest and oldest manufacturer of cosmetics in Uzbekistan is “Lola perfumery and cosmetic” joint-stock company, established back in 1942. Since 2009, the company has completely abandoned the production of perfumes and focused on the production of creams, toothpastes and detergents. This regrouping allowed the company to occupy its own niche in the market and ensure its sustainability. The products of “Lola perfumery and cosmetic” joint-stock company have a high level of localization. At least 60% of the raw materials are of local origin. Modernization of equipment allows the company to maintain product quality at a level that is not inferior to foreign competitors. At the same time, the pricing policy of the enterprise is very favorable to the consumer's wallet, which ensures the high popularity of the enterprise's products in the regions of the republic.

The second place is occupied by the “Navoi Beauty” JV, established jointly with the South Korean DK Cosmetics. The first consignment of cosmetics was produced by “Navoi Beauty” JV in 2010 under the “Estelle” brand. Since 2011, the company's products have been sold under the La'Core brand, focused on the premium segment. In 2013, the company masters the production of economy class products under the “Be-Beauty” brand. The production cycle is

controlled by foreign specialists - technologists from Korea. Together with imported raw materials, this ensures the required level of quality.

Among the newcomers to the market of cosmetic products, which have become quite noticeable in a short period of time, one can also note the Uzbek-Korean joint venture "Global Cosmetics", created in 2013. The company focuses on the production of cosmetic hair and body detergents not only for the consumer market, but also for the beauty services market segment.

The most pressing problem today is an allergic reaction to cosmetics. According to research, cosmetic products, mainly decorative cosmetics, contain many chemical compounds that cause an allergic reaction. For example, some mainly Chinese-made eyeliners, eyeliners, and mascaras contain refined petroleum products. And if you consider that many women and girls use these funds almost every day and do not wash them off at night, this leads to various eye diseases. Eye shadow contains many preservatives and dyes that cause different reactions in the body like conjunctivitis and blepharitis.

From hygienic cosmetic products, shampoos and shower gels require a more careful study of the composition. The parabens that are part of them accumulate in the body. Some well-known brands have almost excluded parabens from their products.

Children's cosmetics require close attention and therefore it is recommended to always buy products from well-known manufacturers and carefully study the composition. Children's cosmetics should not contain dyes, artificial flavors, preservatives. Follow the rule, the smaller the composition, the better.

Another problem requiring close attention is the illegally imported cosmetics from neighboring countries. As a rule, these products do not have quality certificates. If we turn to the figures, over 6 months, 344 cases of illegal import of cosmetics to the territory of the Republic were registered by customs officers for more than 1 billion soums.

Based on the research carried out to improve the structure of the assortment of cosmetic products, we recommend:

"Republican Center for Research and Quality Control", as well as the bodies of Sanitary and Epidemiological Surveillance:

- to attract additional investments to equip accredited laboratories with modern equipment for carrying out physical-chemical, microbiological, toxic-hygienic and other necessary tests;
- to pay attention to the training of qualified specialists in the field of laboratory testing;
- to strengthen the work to combat counterfeit products, to suppress the sale of perfumery and cosmetic products without a hygienic certificate and a certificate of conformity.

Manufacturing enterprises:

- on the basis of franchising rights, to produce cosmetic products using foreign technologies, while organizing the production of those products, the demand for which exceeds the supply;

- to pay special attention to the development of new technologies for the production of cosmetic products, taking into account the hot dry climate and intense solar radiation;
- Considering that Uzbekistan is rich in medicinal plants and herbs that can serve as the main raw material for the production of cosmetic products, develop a complex of medicinal cosmetics, united in one line and call it, for example, "Herbal Magic" or "Eastern Green Pharmacy".
- Considering that in our country great attention is always paid to the younger generation to develop a complex of medical cosmetics for children and adolescents;
- to develop a complex of decorative and therapeutic hypoallergenic cosmetics.

Employees of commercial structures - to periodically improve their qualifications in the study of consumer properties and the range of cosmetic products, as well as in the skills of a sales consultant.

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