

RESULTS OF SOCIAL INTERVIEW OF COSMETIC CONSUMERS DONE IN VORONEZH REGION DRUGSTORE ORGANIZATIONS

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A social interview has been done among the cosmetic consumers in Voronezh region drugstore organizations. The research is done with the idea of planning the assortment and creating strategy of cosmetic realization by drugstore organizations.

By the results of research it was formed the image of cosmetic consumer and studied consumer's attractions when choosing data group commodity, information mines and method of attraction for cosmetic consumer.

These results will be used in future for assortment developments and create strategy for realization in drugstore organizations.