

CONSUMER MOTIVATION IN THE LUXURY WATCH MARKETS OF UKRAINE AND ITALY: PRE-PANDEMIC/WAR TRENDS AND PREDICTIONS

This article examines consumer motivation within the luxury watch markets of Ukraine and Italy before the onset of the COVID-19 pandemic and the war in Ukraine, as well as their future prospects following the conflict's conclusion. The expert survey indicates that both countries share similar motivations and purchasing behavior, with social status, fashion, and personal preferences serving as the primary drivers for luxury consumption. Ukrainian consumers exhibit more overtly demonstrative behavior driven by status, wealth, and social group alignment. Italians prioritize social motives, prestige, fashion, horological art, and status display. Brand and price are significant in Ukraine, while brands and influencers impact Italian consumers' choices. Perception maps reveal that Patek Philippe and Audemars enjoy the most favorable brand image, with Rolex following closely behind as Italy's leading luxury watch brand. The study shows that the COVID-19 pandemic positively impacted market development, generating an unfulfilled demand that increased sales and prices for luxury watches, with collectors demonstrating rapid demand growth. A new trend in purchasing vintage non-working watches for their stylish appeal emerged. However, the ongoing war in Ukraine caused severe damage to both markets, with demand in Ukraine plummeting. Nevertheless, both markets' stable consumer motivation and purchasing patterns enable the prediction of a swift recovery in demand for luxury watches during the post-war period. The return of refugees from Europe and other countries to Ukraine will contribute to the Europeanization of Ukraine, potentially promoting European values that could positively impact the vintage watch segment, which was unpopular among Ukrainians before the war. Additionally, the rapid reconstruction of the country under a national "Marshall Plan" will likely give rise to another trend in the luxury watch market.

Keywords: luxury watch market, consumer motivation, Ukraine; Italy, COVID-19 pandemic, war.

INTRODUCTION. The global shocks of the COVID-19 pandemic and Russia's military aggression against Ukraine have significantly impacted consumer markets worldwide. Even stable businesses have undergone transformations, primarily due to changes in consumer motivation. The new millennial generation has significantly influenced global markets with different purchasing patterns, motivations, and behaviors, such as buying through social media. Consequently, businesses must understand past consumer behavior to anticipate future trends and succeed in the modern business landscape.

The luxury market is renowned for its conservatism and allure, yet it, too, is undergoing significant transformations. It was once inconceivable that social media and digital platforms could be associated with luxury brands. However, with the advent of digital technologies, even high-end brands like Patek Philippe have launched official Instagram accounts to engage with prospective consumers. Businesses now recognize that studying consumer motivation in the age of global changes is a crucial strategy for a successful and profitable future.

The global watch market dates back to the 18th and 19th centuries, when new technologies and the industrial revolution enabled watches to be produced on a large scale, and scientific and geographical discoveries increased the demand for precise and reliable timepieces. However, the luxury watch market is a relatively new concept that emerged in the 1980s. At that time, only a few manufacturers, such as Patek Philippe, Breguet, Vacheron Constantin, Audemars Piguet, and others, could be considered luxury watch brands. In contrast, famous brands like Omega, Breitling, Zenith, Chopard, Cartier, IWC, and even Rolex were considered more affordable. For instance, during the 1950s–70s, the Rolex Submariner in steel was priced between USD 200–500, significantly lower than the current price of almost USD 9,000. A solid gold watch with a gold bracelet would cost around USD 1,000–1,200. Consequently, the iconic Royal Oak steel model by

Audemars Piguet was positioned as "paying not for the material, but for the way it is used" [2].

The introduction of the first quartz wristwatch by Japanese company Seiko in 1969 was a pivotal moment in the 20th-century watch industry. This innovative technology, which offered highly accurate watches, completely transformed the global market. During the early stages of the Quartz revolution, these watches were priced at twice the cost of the cheapest mechanical watches. For instance, the King Seiko in a platinum case was priced at around USD 40,000, while a solid gold Rolex cost USD 1,300. Previously focused on the domestic market, Seiko expanded globally by introducing quartz technology and exporting watches to Europe and the USA. Swiss companies struggled to compete with high-end Japanese quartz and inexpensive mechanical watches, leading many to shut down or bankrupt in the 1980s. Some experts noted that Japanese companies became more technically effective during this period than their Swiss counterparts [50].

In 1984, the two largest Swiss watch groups, ASUAG and SSIH, which included Omega and Tissot among their over 100 companies, were merged and restructured. The resulting entity, the Société Suisse de Microélectronique et d'Horlogerie (SMH), was later renamed the Swatch Group [6]. Under the leadership of Nicolas George Hayek, the Swatch group underwent a hierarchical restructuring of its brands. The restructuring divided the brands into four categories: luxury, premium, medium, and affordable. The identified luxury brands were Omega, Breguet, Blancpain, Harry Winston, and Jaquet Droz, while Longines and Rado were classified as premium brands. Tissot and Mido were identified as medium brands, and Swatch and Flik-Flak were categorized as affordable brands [14]. Since then, more groups and holdings, such as Richemont and Kering Group, have emerged, shaping the global luxury watch market as we know it today.

According to recent reports [33], the global luxury watch market is expected to show a compound annual growth rate

of 5.2 % over the coming years, with the market size increasing from USD 39.36 billion in 2021 to USD 53.50 billion in 2028. However, some estimates suggest a slightly lower growth rate of 3.9 % [51]. The electronic segment currently dominates the market, accounting for 69.15 % of total sales. However, experts predict that the mechanical segment will also grow due to its appeal to business people as a style statement. The top five market leaders continue to be Patek Philippe, Audemars Piguet, Rolex, the Swatch Group, and Compagnie Financiere Richemont, with Swatch Group and Rolex alone accounting for 50 % of the global luxury watch market [16, 43, 49]. Ukraine's position in the global watch market is weak, with its share in the world's export-import of watches and their parts never exceeding 0.1 % [32].

Despite the high market saturation, demand for luxury watches remains consistently strong, particularly in Asia, China, Japan, and Singapore. The global luxury watch market is characterized by a specific consumer motivation, which requires further study. Consumers of luxury watches are typically motivated by the status associated with owning such products, and demand for them is weakly elastic.

LITERATURE REVIEW. Consumer motivation is a topic that has attracted considerable research interest due to its pivotal role in driving purchasing decisions. Scholars have examined the concept of motivation, particularly its specificity within the luxury segment. Various factors that determine consumer behavior have been identified, including internal and external forces influencing willingness to buy. Chowdhury [9] characterizes motivation as related to expectations, needs, and wants. According to Hawkins and Mothersbaugh [20], consumer motivation represents an energizing force that drives specific behavior, providing insight into why consumers become engaged. Arnold et al. [3] view motivation as a behavioral driver that includes direction (aim), effort (energy), and persistence (time). Diachenko and Kandybovych [11] focus on the motives that push a consumer toward achieving a goal. Heckhausen [21] considers motivation a process in which an individual chooses behavior based on expected outcomes. Finally, Blackwell et al. [5] propose that motivation begins with a basic need that activates when a gap exists between an individual's desired and current state, serving as a drive.

The psychological state approach defines motivation as a state of mind influencing consumer behavior. According to Bown-Wilson [7], consumers are motivated to purchase products that fulfill their conscious and unconscious needs. Kuryliak [36] and Kirchler and Rodler [34] view motivation as a willingness to expend considerable effort to satisfy a particular need. Kozyrev [35] defines motivation as the psychological reasons that drive human behavior. McGuire [42] distinguishes between cognitive and affective, preservation or growth-oriented motives. For example, McGuire believes consistency and objectivity are cognitive preservation motives, while autonomy and stimulation are cognitive growth motives [20].

Freud [17] and his followers researched human behavior, focusing on its irrational aspects. Their work centered around the concept of id, superego, and ego, which were employed to explain motivation. Adler's individual psychology [1], which postulated "striving for superiority" as a key factor driving human behavior, influenced the research of Maslow, Rogers, Horney, and Fromm. According to Maslow [38], motivation is determined by various drivers, ranging from basic survival needs to self-actualization. Rogers [44–46] also highlighted the need for personal growth and attaining one's full potential, emphasizing the importance of flexibility and harmony in interpersonal

relationships. Horney [29–31], who studied feminine psychology and neuroses, identified needs such as power, affection, social prestige, and independence as driving forces behind human behavior. On the other hand, Fromm [18] advocated a humanistic approach to psychology, emphasizing existential human needs such as relatedness, creativity, rootedness, and identity.

Herzberg's two-factor model of motivation is a practical approach to consider, which is commonly used in management. This model distinguishes between neutral or "hygiene" factors and motivators [23]. Additionally, Gestalt scholars view human behavior as rational, and individuals mentally assess their decisions' positive and negative consequences before making them [9]. McClelland [41] identified control as a crucial driver of behavior and examined three acquired needs: the need to achieve goals, establish and maintain good relationships, and dominate by influencing others' behavior.

In conclusion, while scholars may differ in their conceptualization of motivation, they generally agree that motivation leads to specific behaviors. We view consumer motivation as a combination of internal driving forces that arise from conscious or unconscious needs and shape specific consumer behaviors. However, the motivation to purchase luxury goods requires further research, as luxury is more closely linked to consumer perception than product utility.

Various approaches exist for defining luxury goods, some of which emphasize their unique features, while others underline the consumer attitude towards the good. Vickers and Renand [55] suggest that luxury goods are distinguished from ordinary goods by the degree to which they display a distinctive blend of three key dimensions: functionalism, experientialism, and symbolic interactionism. On the other hand, Danziger [10] defines luxury goods as those that nobody needs but desires. The Economic Glossary [13] describes luxury goods as non-essential but enjoyable goods or services. Furthermore, some definitions of luxury goods are based on economic and marketing trends, such as the income elasticity of demand. A good is considered luxurious if people devote an increasingly significant share of their income to purchasing it [13]. In conclusion, the perception of a product as a luxury depends on how consumers perceive it.

Various classifications of motivation for luxury consumption have been proposed by scholars [22]. One school of thought suggests that people buy luxury items to display conspicuous consumption and seek status [37, 39, 40, 53, 56]. Another perspective acknowledges the impact of social groups on luxury perception [4; 19; 52; 55]. Customers purchase luxury items to express their personal and social identity within society. Cross-cultural studies have also revealed that each country has behavioral patterns for buying luxury [8, 12, 57]. Hofstede's cultural studies [24–28] are noteworthy in this regard. In a recent survey of 12,000 luxury consumers by Ernst & Young [15], luxury was still associated with material quality (44.3 % of respondents), exclusivity (30.8 %), and craftsmanship (29.4 %). Surprisingly, the fourth position was held by sexiness (22.4 %), a new factor for luxury consumption. This finding suggests that even a traditional and stable sector like luxury goods shows motivational dynamics that require further study.

METHODOLOGY. The study employed an expert survey approach to identify consumer motivation in the luxury watch markets of Ukraine and Italy during relatively stable pre-COVID and pre-war periods. The research questions aimed to uncover the behavioral patterns in the two countries. Experts were selected based on their

qualifications and expertise, including their work experience, specialization, professional interest, sphere, skills in handling clients and brands (manufacturers), and job positions. The experts who participated in the study included authorized dealers, boutique managers, watch brand representatives, experienced salespeople, boutique and watchmaking shop owners, watchmakers, collectors, professional bloggers and journalists, and owners of luxury watch brands. Some experts preferred to remain anonymous due to specific reasons.

Three primary modes of communication were utilized to collect data: face-to-face interviews, e-mail correspondence, and phone calls. Emphasis was placed on conducting personal interviews due to their ability to elicit more comprehensive and in-depth responses compared to other communication methods. A total of twenty experts were interviewed in Ukraine, Italy, France, and Switzerland. Open-ended questions were employed in the questionnaire to allow for a thorough exploration of consumer motivation in the luxury watch market, addressing the following research inquiries:

RQ1. The reasons why individuals purchase luxury goods.

RQ2. The principal and most common motivators for buying luxury watches.

RQ3. The critical factors that influence decision-making when selecting a luxury watch.

RQ4. The watch brands and price segments that are most frequently purchased in Ukraine and Italy.

RQ5. The preferred types of luxury watches and associated products among consumers in Ukraine and Italy.

RQ6. The existence of disparities between consumers who purchase luxury watches in different price brackets.

RQ7. Potential gender differences in consumers' preferences for luxury watches.

RESULTS

RQ1. The reasons why individuals purchase luxury goods. According to the expert survey, it is generally agreed that people purchase luxury goods for similar reasons in both Ukraine and Italy. The first reason is that luxury enhances the buyer's status in their own eyes and the eyes of society. The second reason is fashion, with Italians being more inclined to purchase luxury goods because it is trendy. The experts noted that fashion is more important for women than for men. However, Italian men tend to follow fashion trends more closely than Ukrainian men, particularly in the luxury clothing, shoes, and accessories market. One expert highlighted that *"people spend large sums on strange-looking Balenciaga sneakers simply because they have become fashionable."*

The social environment is also a significant factor in purchasing luxury goods. People often buy such products because they are accustomed to following their parents, friends, and colleagues. Personal preferences also play a role, with some customers choosing luxury items simply because they like a particular brand or product. This motivation is more appealing to men and is one of the essential factors for collectors. As one expert noted, *"I have a friend who owns Patek Philippe, Richard Mille, and a few other high-end watches. He drives a Hyundai."* Decision-making depends on what, where, and when a consumer purchases.

RQ2. The principal and most common motivators for buying luxury watches. In Ukraine, purchasing luxury watches is often driven by a desire to display status and wealth, leading to membership in the exclusive "elite club" of watch owners. Consumers in this market tend to purchase

well-known and appreciated watches to match their reference group and social environment. An expert recounted a story about a customer who had a specific request for a luxury watch. The customer already had a watch and was satisfied but wanted to purchase another one for *"no more than USD 80,000 to convey to others to have knowledge and appreciation for luxury watches"*, thereby elevating his status among his peers. This trend reflects the broader cultural tendency of Ukrainian consumers to showcase their wealth through attributes such as cars, accessories, clothing, and expensive houses in prestigious districts.

Another motivation for purchasing luxury watches among Ukrainian consumers is to reward oneself for achievements or celebrate significant events such as birthdays and New Year. For collectors and watch enthusiasts, a love of horological art is the primary driver of their purchases. This narrow segment of consumers conducts extensive research before buying a watch, considering factors such as the brand, its historical reference, alternatives, prices, and market trends. They are not influenced by trends or prestige but rather appreciate the watch's movement and artistic qualities according to their preferences.

In Italy, social motives and prestige are the primary motivations for purchasing luxury watches, with Rolex being the most popular brand for both men and women. The popularity of Rolex is attributed to its prestige and ubiquity, as almost everyone wears it. A vintage family watch shop owner in Macerata, Italy, said, *"Italians are known for their stylishness, and almost everyone wears a Rolex. It is a must-have accessory to be cool in Italy."* In contrast to Ukraine, the Italian mentality perceives status differently, with consumers wearing Rolex while driving an old Fiat Panda and often using public transport or attending cafés popular among students. Italians also place great importance on fashion and style, while their love for horological art is comparable to that of Ukraine. Experts generally agree that this motive is not culturally determined.

RQ3. The critical factors that influence decision-making when selecting a luxury watch. The purchasing behavior of luxury watch consumers is crucial in determining their product choices. In Ukraine, brand, price, personal preferences, and opinions of others play a significant role in the decision-making process. Experts have noted that *"consumers in Ukraine may persist in seeking lower prices, even if it means purchasing from gray market dealers without an official warranty or traveling abroad to save a mere 5 %."* Previous purchases and the desire to match personal collections also influence product choices. Technical features are more important to men, while women value design more.

In contrast, the Italian market exhibits different decision-making factors. Brand is also paramount in Italy, followed by considerations of influencers such as social media, bloggers, TV/radio ads, and in-store events. Personal preferences remain essential, while the price is less critical than in Ukraine. Matching personal watch collections, style, and design round out the list of essential decision-making factors. Experts have observed that consumers in both Ukraine and Italy often exhibit uncertainty regarding their preferences: *"consumers may enter the market with a particular brand or budget but ultimately purchase a different watch."*

RQ4. The watch brands and price segments that are most frequently purchased in Ukraine and Italy. The most popular men's brands in the Ukrainian luxury watch market include Rolex, Omega, Breitling, Hublot, Tag Heuer, Ulysse Nardin, Bovet, Patek Philippe, Audemars Piguet, Breguet, and Chopard. Experts have identified Rolex, Tag

Heuer, Ulysse Nardin, Hublot, Cartier, Chopard, and Breguet as the most popular brands for women's watches. The most sought-after price range within the Ukrainian market is the entry-to-luxury segment, which encompasses watches priced between USD 2,000 to USD 10,000. It includes Tag Heuer, Omega, Breitling, Ulysse Nardin, and some Rolex models. The price segment of USD 10,000–15,000 is also popular, with Hublot and Breguet being the most popular brands in this category (Fig. 1, left side).

The Italian market's most popular men's brands include Rolex, Patek Philippe, Audemars Piguet, Omega, and IWC. Rolex, Cartier, and Bulgari are the most popular brands for women's watches. Italy's most popular price segment is between USD 3,000–7,000, primarily consisting of vintage Rolex and some Omega models (including vintage), as indicated in Fig. 1 (right side).

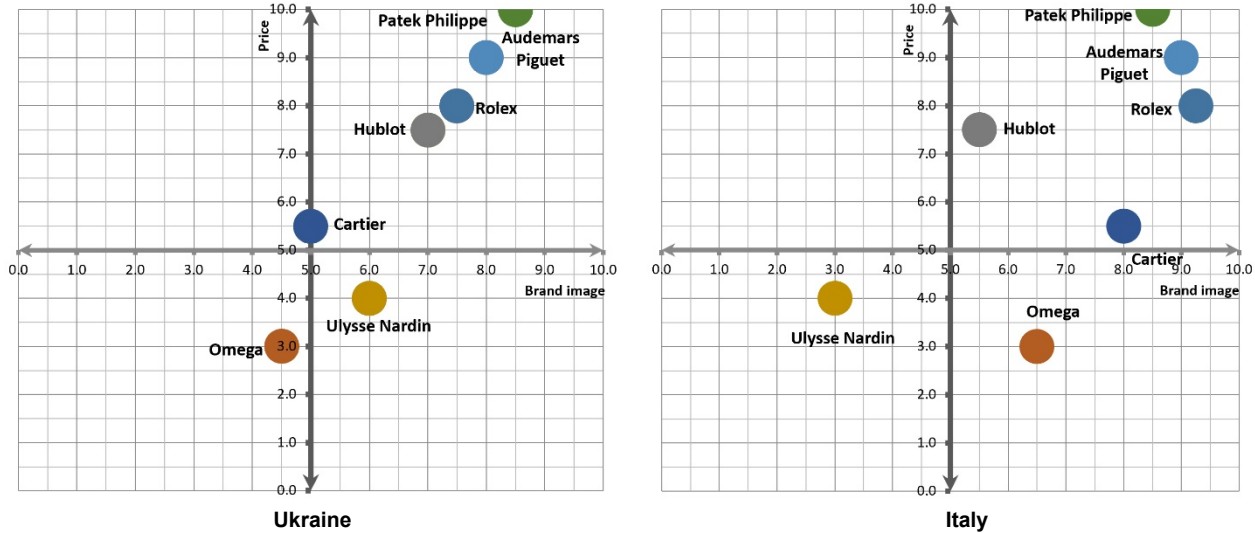


Fig. 1. Perceptual map for luxury watch brands in the markets of Ukraine and Italy

Source: compiled by the authors based on the expert survey.

RQ5. The preferred types of luxury watches and associated products among consumers in Ukraine and Italy. Consumers' preference for sports watches is evident in both Ukraine and Italy. As per experts, the classical models such as Patek or Breguet were the popular choices for Ukrainians in the 2000s. However, the trend has shifted to more casual sports watches like Omega and Hublot. Ukrainian consumers prefer more oversized watches, over 40mm and up to 43–46 mm. In contrast, the trend for larger watches is waning in Europe, including Italy, with consumers opting for reasonably sized watches around 38–40 mm.

Italy has a vast market for vintage watches, with Rolex being the most popular choice. According to experts, "vintage Rolex is more commonly seen than new ones. Italians tend to purchase them as they are affordable, yet still Rolex. However, Milan is an exception, as it is common to spot Italians wearing new Rolexes." Conversely, the market for vintage watches in Ukraine is not seen as promising.

During purchasing watches, consumers tend to consider the availability of accessories such as luxury pens and cufflinks in the same store. This convenience is sought after as it is desirable to have jewelry items alongside watches. As stated by an expert, "buying watches for oneself, and gifts for others in the same store is a popular choice especially relevant for men purchasing jewelry for their wives, as they may not be experts in the field. Hence, having a trusted brand and boutique to rely on can increase the likelihood of returning for future purchases."

RQ6. The existence of disparities between consumers who purchase luxury watches in different price brackets. There are significant differences among consumers in different price segments in both Ukraine and Italy. The first segment, which has a buying limit of

USD 5,000–10,000, typically consists of wage-earners such as managers, top management, or business owners (usually medium-sized) who usually save money to purchase a watch. They tend to require more time for a balanced purchase decision. On the other hand, the segment of consumers who pay more than USD 100,000 is vastly different, as they are usually very wealthy and do not share standard features such as occupation or nationality. They tend to purchase unique watches based on their passion. The segment of customers who choose watches for USD 30,000–50,000 represents a mix between the last two groups of consumers.

RQ7. Potential gender differences in consumers' preferences for luxury watches. According to experts, there are distinct differences in the key decision-making factors for men and women when purchasing luxury watches in Ukraine and Italy. Men tend to prioritize a brand's prestige, watchmaker status, movement, and complications, such as date, moon phase, chronograph, perpetual calendar, and tourbillon. On the other hand, women are primarily concerned with design and visual appearance, which is often more important to them than the brand itself. "Women may be willing to wear watches that are not very comfortable, provided they find them beautiful, and some may prefer watches with precious stones," experts say. While brand is a consideration, it is typically not the decisive factor for women, especially for well-known brands such as Rolex, Omega, Cartier, Chopard, Breguet, Harry Winston, and Graff.

Women's interest in watch complications and movements is often limited, with these features being more relevant to men. Although some women collectors are passionate about watches, high-end mechanical tourbillons, and minute repeaters are often produced for men rather than

women. Experts note that *"men may justify the cost of a women's watch to themselves by gifting their partner a tourbillon or similar luxury complication."*

CONCLUSIONS. The modern market for luxury watches is highly concentrated, with Swatch Group and Rolex comprising 50 % of the global luxury watch market. Findings from an expert survey conducted before the COVID-19 pandemic and war in Ukraine reveal that the most important reasons for purchasing luxury watches in Italy and Ukraine were status, fashion, personal preferences, and social environment. The motivations for purchasing luxury watches were comparable in both countries. Ukrainians aimed to showcase their status and wealth, become part of the exclusive "elite club" of luxury watch owners, and align themselves with a specific social group. Conversely, Italians were driven by social motives and prestige, fashion and style, appreciation for horological art, and the desire to display their status. Brand and price emerged as critical factors influencing customer decision-making in Ukraine, whereas brands and influencers impacted Italian consumers' purchasing decisions.

Ukraine's top luxury watch brands are Rolex, Omega, Breitling, and Hublot. Patek Philippe and Audemars Piguet have the highest brand image due to their long-standing history, high prices, and brand awareness. Although still a famous brand, Rolex is considered a lower status symbol than Patek Philippe and Audemars Piguet. According to one expert, many Ukrainian consumers aspire to own a Rolex, but once they have achieved this, they want to upgrade to a Patek Philippe or Audemars Piguet. Hublot has gained popularity in Ukraine since 2005 due to its innovative designs, use of unusual materials, and clever marketing. Cartier is still perceived as a jewelry and women's watch brand, while Ulysse Nardin, a brand rare in Europe, has become one of the most popular in Ukraine. Omega arrived late in the Ukrainian market, and some consumers are unaware of the brand's progress over the past two decades.

In Italy, Rolex is the most popular brand with the strongest brand image. The overall perception of luxury watches in Italy is similar to that of Ukraine, with Patek Philippe and Audemars Piguet being viewed as the next-level brands after Rolex. Unlike in Ukraine, however, many high-income Italian consumers could easily afford luxury watches, especially vintage ones. It is common for Italians to wear Rolex watches daily, even to the beach. In contrast, some Italian consumers consider Patek Philippe and Audemars Piguet too expensive and ostentatious. The popularity of Hublot peaked in Italy and Europe in the mid to late 2000s, but sales declined afterward. Ulysse Nardin is not a trendy brand in Italy or elsewhere. Cartier, on the other hand, is highly desired and considered the second most popular luxury women's watch brand after Rolex, with vintage Cartiers being especially sought after. Omega has a significant vintage market in Italy, with the legendary Speedmaster Professional, worn on the Moon, being highly valued. Unlike Ukraine, the market for vintage watches is extensive in Italy, with vintage watch shops in almost every big city and small town.

DISCUSSION. The luxury watch market has been significantly impacted by both the COVID-19 pandemic and the war between Russia and Ukraine. At the outset of the pandemic, the market experienced a 19 % decrease in revenue. However, in 2021, the market began to recover and has continued to grow [49]. The pandemic created a pent-up demand, which led to a surge in luxury watch sales and an increase in prices after the threat of the virus subsided. Logistical challenges resulted in a higher demand

for vintage watches. Consequently, at auctions in Geneva and Hong Kong, the average price per lot rose by 30 % and 50 %, respectively [33]. Collectors have also demonstrated a rapid increase in demand, with a new trend emerging to purchase vintage, stylish, non-working watches. As a result, private collection owners are now seeking watches with historical significance.

Similar to the global market, the Italian market initially experienced a decline, but it returned to pre-pandemic levels in 2021. However, a significant drop in revenue was recorded in 2022. The war in Ukraine had an anticipated effect on the local luxury watch market, as the main concern shifted from status consumption to survival. Interestingly, Statista [49] predicts rapid growth in the Ukrainian market in 2023. This growth is likely due to Ukraine's expected victory in the war against Russia, economic recovery, and increased demand for luxury goods. Therefore, the reconstruction of the Ukrainian economy in all sectors, including the luxury watch market, will be relevant in the post-war period.

The Europeanization of Ukraine, facilitated by the return of refugees from Europe and other countries, is an inevitable outcome that will lead to the dissemination of European values. These values will likely positively impact the vintage watch segment, unpopular among Ukrainians before the war. The non-mature and open-to-entry market can be considered a blue ocean for watch retailers. Another trend that is likely to emerge is connected to the rapid reconstruction of the country through the national "Marshall Plan." Significant investments to overcome the devastating consequences of the war will likely increase the population's welfare.

In our view, Ukrainian luxury watch retailers should focus on three price segments of luxury watch consumers after the war ends. The first segment is comprised of entry-level wage earners, executives, and businesspeople with high income, both men and women, who are covered with Tag Heuer, Omega, and Breitling watches (priced between USD 1,000–5,000). The medium segment (USD 5,000–20,000) of wealthy people, mostly executives, businesspersons, successful young women, and collectors, is represented by Omega, Breitling, Hublot, Ulysse Nardin, Breguet, and Audemars Piguet. The high segment (USD 30,000–80,000) with Breguet and Audemars Piguet is mainly represented by watch collectors. According to Statista [47, 48], the Ukrainian luxury watch market falls toward digital marketing more than the Italian market. Therefore, retailers may focus more on digital marketing tools like social media and online advertising while adding traditional marketing instruments such as in-store events, billboards, or printed commercials in fashion, lifestyle, luxury, car, and real estate magazines.

The more conservative Italian market may still present a lucrative opportunity for luxury watch retailers, who can target traditional brands such as Rolex, Patek Philippe, Audemars Piguet, Omega, IWC, and Bulgari. In the vintage watch segment, brands such as Rolex, Cartier, Audemars Piguet, and Patek Philippe could be targeted. Price segments could be similar to those in Ukraine but with some customer and distribution peculiarities. In Italy, average-high-income clients can be targeted with vintage Cartier and steel Rolex, entry-level Omega, and IWC (USD 1,000–5,000). The medium segment (USD 5,000–20,000) can be represented by new steel and steel-gold Rolex, vintage steel-gold and golden Rolex, steel Audemars Piguet and Patek Philippe, Bulgari, and expensive Omega and IWC. This segment offers a wide range of watches and brands and is primarily focused on businesspeople and executives with monthly incomes of USD 10,000 or more, as well as

tourists purchasing luxury watches. The high segment (USD 30,000–80,000) can be covered with gold or platinum Rolex, new Patek Philippe and Audemars Piguet, and some exclusive vintage Rolex, Audemars Piguet, and Patek Philippe pieces. This segment primarily attracts watch collectors, fashion models, and TV personalities. Italian retailers could use a variety of promotion channels, such as social media, bloggers, influencers, in-store events, radio, TV, and online commercials, and tourist-oriented advertising to reach their target audience.

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СПОЖИВЧІ МОТИВАЦІЇ НА РИНКУ LUXURY ГОДИННИКІВ УКРАЇНИ ТА ІТАЛІЇ: ДОПАНДЕМІЙНІ І ДОВОЄННІ ТЕНДЕНЦІЇ ТА ПЕРСПЕКТИВИ

Досліджено споживчі мотивації на українському та італійському сегментах глобального ринку luxury годинників у допандемійний та довоєнний періоди та перспективи їхнього розвитку після перемоги. Методом експертного інтерв'ю виявлено, що ринки Італії та України демонструють схожі мотивації та купівельну поведінку. Основними мотивами для купівлі предметів розкоші є бажання продемонструвати свій статус, прагнення бути в тренді та особисті переваги. При цьому українські споживачі тяжіють до більшої демонстративної поведінки, ніж італійські. Карти сприйняття виявили, що найкращий імідж мають бренди Patek Philippe та Audemars. За ними йде Rolex, що є найбільш популярним брендом luxury годинників у Італії. Пандемія COVID-19 позитивно вплинула на розвиток ринку через незадоволений попит, що викликає стрімке зростання обсягів продажу та цін на luxury годинники. Аналіз показав, що війна проти України негативно позначилась на ринках обох країн, зруйнувавши попит в Україні. Однак стабільна мотивація споживачів та усталені купівельні паттерни дають змогу прогнозувати швидке відновлення попиту на luxury годинники у післявоєнний період.

Ключові слова: ринок luxury годинників, споживча мотивація, Україна, Італія, пандемія COVID-19, війна.