

The price dimension of the market trends in the sample demand's consumer goods

Julia A. Kovalchuk, Dr. of Sci (econ.), Professor
E-mail: *fm-science@inbox.ru*

Marina E. Merzlyakova
E-mail: *m_strelkova@bk.ru*

Abstract

Subject / topic. The features of consumer goods pricing on the example of watches, including luxury segment of the market. **Goals / objectives.** The aim of the study is to identify the parameters of the impact on the cost of watches as representatives of the group of consumer goods of selective demand. **Methodology.** In order to achieve the goal of the study, a comparative analysis of the price parameters of watches in the context of the features of the watch mechanism, the dial, case and bracelet, the inclusion of additional functions, the brand, the availability of its own developments in watchmaking, sales, distribution, service, investment opportunities. **Results.** The factors influencing the cost of Swiss watches, including the influence of the dynamics of gold prices and the Swiss franc exchange rate, are analyzed. The ratings of the leading manufacturers of watches of the middle price segment, premium class, sports watches, inexpensive brands of watches are presented. The changes in the structure of imported watches on the Russian market are estimated and the steady trends of influence of technological and resource parameters on their cost, as well as the orientation of manufacturers and consumers to compromise "price-quality" are highlighted. **Conclusions / significance.** The high-yield segment of the consumer goods market in question is the classic wristwatch, the manufacture of which involves the use of advanced technologies, unique crafts and know-how. The analysis of statistics of importation of Swiss watches to Russia for the period 2014-2018 showed a significant change in the structure of the watches market, characterized by a change in the priorities of buyers in assessing the quality of goods, as well as the possibility of purchases directly from the manufacturer for the luxury segment.

The article was prepared by MEI RAS as part of the state task of FASO Russia, research topic «Scientific and technological development of the economy of sectoral markets»

Keywords: *consumer goods, wristwatches, price, cost factors, Swiss watches*

About authors

Kovalchuk Julia, Doctor of Economics, Professor, Principal Researcher, Market Economy Institute of RAS, Moscow, Russia.

Merzlyakova Marina, Student, Ryazan State Radio Engineering University, Ryazan, Russia.