

SUMMARIES

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**MARKET RESEARCH ON CONSUMER PREFERENCES JEWELRY
UKRAINIAN MARKET**

The article analyzes the current state of Ukrainian market of jewelry and selected segments. The structure of the market of jewelry that includes cheap jewelry segment, the segment mid-market segment and expensive jewelry is determined. The basic trends in the development of the Ukrainian market of jewelry, demonstrating the growing demand for handmade jewelry. But despite the increase in production and sales of handmade jewelry, there are some problems of their market saturation in Ukraine, namely lack of information about the market handmade jewelry, poor communication between artists, inability to predict the growth (decline) in demand for products; rapid growth causes the appearance of too much competition, leading to deregulation of the market functioning.

This article presents the results of research on consumer preferences jewelry market in Dnepropetrovsk. Based on the received information can be noted that: the majority of respondents like to wear jewelry, usually a favorite ornament uplifting and gives self-confidence, and discounts to a large extent influence the choice of the buyer, when choosing store played predominant role by affordable prices and quality merchandise, great role plays the relevance of collections (originality) and convenience store location. In addition, the main factors that influence consumer choice, places and frequency and the main reasons for shopping jewelry. The trends of development of Ukrainian market of fashion jewelry concluded feasibility of opening of the trading company in Dnepropetrovsk are given.