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PRICING STRATEGIES FOR PREMIUM DETAILING SERVICES IN THE UKRAINIAN AUTOMOTIVE SERVICE MARKET

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Introduction. Pricing strategies for premium detailing services in the Ukrainian automotive service market define key approaches to price formation for high-quality services, taking into account the specifics of consumer demand, the level of competition, and brand prestige. In the context of the growing premium automotive service segment, the application of diverse pricing models makes it possible to optimize business profitability, enhance customer loyalty, and position services as elite, while simultaneously considering the economic and psychological factors that shape price perception in the Ukrainian market.

Literature Review. In particular, Lo et al. (2024) examine the impact of blended learning on the development of detailing skills among students with intellectual disabilities. The study demonstrates that combined instructional methods improve procedural accuracy and contribute to more effective acquisition of practical skills. Ramadhani et al. (2022) analyze productivity improvement in the detailing process using the case of the Java Detailing Workshop through the application of the Mepis

Productivity Cycle. The findings confirm that a structured approach to work organization reduces service delivery time and enhances overall team efficiency.

In particular, Ekawati et al. (2024) develop a Business Model Canvas for auto detailing and mobile car wash services. The authors identify key customer segments and revenue streams, enabling more effective planning of operational activities and market interaction. Luz (2023) examines the application of innovations and technologies in the field of imported car detailing as a basis for shaping enterprise differentiation strategies. The study demonstrates that the use of advanced equipment and premium materials increases service attractiveness for high-end customers. Tai et al. (2022) assess the use of virtual reality for the development of detailing skills. The findings indicate that VR technologies enhance procedural accuracy and work quality while simultaneously stimulating learning motivation and interest. Ceylan et al. (2025) analyze occupational diseases among car wash and detailing workers, with a particular focus on noise-induced hearing loss. The authors emphasize the need for preventive measures and organizational solutions to protect employee health. In addition, Putri et al. (2025) investigate the impact of work-related stress and leadership style on employees' intention to leave their jobs at Josh's Car Wash & Auto Detailing. The results show that effective personnel management and control of stress factors reduce staff turnover and improve team productivity.

For example, Bayırlı (2023) conducts a structural analysis of frontal car styling. The study finds that an appropriate combination of design elements enhances the perception of vehicle premium quality and may influence demand for detailing services. In particular, Kelepouris et al. (2025) analyze the challenges of expanding high-end detailing franchise networks. The authors demonstrate that effective franchise management requires a balance between quality control and the adaptation of services to local market conditions. Hartanto and Harjanti (2021) examine the impact of price on service purchase intention using the case of Flex Car Detailing in Surabaya. The results indicate that perceived value and perceived risk act as mediating factors between price and customer decision-making regarding premium services.

Research Objective. The purpose of the study was to identify key approaches to pricing premium detailing services in the Ukrainian automotive service market, taking into account consumer preferences, the competitive environment, and brand prestige.

The research tasks included analyzing existing pricing strategies for premium detailing services in the Ukrainian market, identifying the key factors influencing price formation, and developing recommendations for optimizing the pricing policies of automotive service enterprises.

Materials and Methods. The study employed the following methods: analysis to examine existing pricing models and identify their advantages and disadvantages; synthesis to integrate different approaches into a comprehensive pricing strategy; comparison to assess the effectiveness of model application in the Ukrainian market; and generalization to systematize the obtained results and formulate practical recommendations for optimizing the pricing of premium detailing services.

Results. Detailing represents a set of high-quality services for professional vehicle care that includes cleaning, restoration, and protection of exterior and interior surfaces

through the use of specialized products and technologies. This area of automotive service combines elements of dry cleaning, polishing, application of protective coatings, and interior care, forming an integrated service package aimed at maintaining both the aesthetic and functional condition of the vehicle. The premium detailing segment targets customers with high expectations regarding service quality and vehicle prestige, which directly influences pricing approaches. Service prices are formed based on a combination of material and labor costs, market conditions, the level of competition, and consumer perception of value. Cost structure accounts for expenditures on professional materials, specialized equipment, and skilled personnel, while market analysis makes it possible to determine competitive price ranges and position the service within the premium segment. Pricing also incorporates brand value and the uniqueness of the offering, emphasizing the exclusivity of the services provided.

The pricing process consists of several stages. At the first stage, cost analysis is conducted, and resource and time requirements for the provision of each service are determined. The second stage involves market and competitor assessment, as well as identification of average market and maximum price thresholds. The third stage focuses on customer segmentation and identification of customer needs and value perception, which makes it possible to adapt prices for different consumer categories. The fourth stage includes the selection of a pricing strategy and the formulation of a final pricing offer, taking into account expected profitability and market positioning. Pricing strategies for premium detailing services in the Ukrainian market are diverse. The cost-plus strategy involves adding a margin to the service cost while considering expenditures on materials and labor.

The price differentiation strategy is based on the provision of unique services or the use of specialized materials, which justifies higher prices compared with competitors. Psychological pricing strategies apply price points that influence customer perception and emphasize the premium nature of the service. The price premium strategy involves setting prices above the market level in order to position the brand as exclusive. Combined strategies make it possible to integrate elements of all approaches depending on the specific customer segment and market conditions.

In the Ukrainian market, several distinctive features characterize the pricing of premium detailing services. Competition is formed mainly among local specialized service providers that offer both standard and exclusive service packages. Demand is determined by the income level of the target audience, vehicle age, and the degree of service customization. The use of international technologies and materials increases service costs while simultaneously enhancing perceived quality. Ukrainian automotive service providers apply flexible pricing, adjusting prices according to seasonality, material availability, and the popularity of specific services among customers.

Table 1. Pricing Strategies for Premium Detailing Services and Examples of Ukrainian Automotive Service Providers

Service Category	Specific Service	Pricing Strategy	Service Example	Features in the Ukrainian Market	Price (UAH) / Range
Exterior care	Body polishing	Cost-plus	“Premium Detail Kyiv”	Use of imported polishing compounds, seasonal price adjustments	2000–5000
Exterior care	Ceramic coating application	Premium strategy	“AutoLuxury Lviv”	Emphasizes premium positioning and exclusivity, high level of professional equipment	10000–20000
Interior care	Interior dry cleaning	Psychological strategy	“Elite Clean Odessa”	Package offer: basic plus additional options, encourages bundled purchasing	1500–4000
Comprehensive care	Full Detail package	Differentiation strategy	“LuxDetail Kharkiv”	Includes polishing, protective coating, and interior care; differentiated pricing depending on vehicle brand	12000–25000
Additional services	Anti-corrosion protection	Cost-plus / premium	“AutoShield Dnipro”	Specialized materials, seasonal promotions, positioned as a premium option	5000–12000

Source: Compiled by the author based on original research

In particular, customers in the premium segment focus not only on price but also on service comprehensiveness and quality, which stimulates the introduction of bundled service offerings. This approach makes it possible to establish differentiated pricing for basic, extended, and exclusive service levels, including additional options such as ceramic coatings, anti-corrosion protection, or customized interior care packages. Bundled offerings facilitate the positioning of services as premium and increase the average revenue per customer. The application of price differentiation strategies enables service providers to adapt their offerings to different customer segments by combining core and supplementary services. Service providers also implement loyalty programs and personalized offers, which influence long-term customer relationships and encourage repeat patronage. Price formation takes place with consideration of local market specifics, including customer income levels, the development of automotive service infrastructure, and the availability of professional materials.

The development of recommendations for optimizing the pricing policy of automotive service providers requires a comprehensive approach that encompasses analysis of existing pricing models, assessment of costs for materials and equipment, and consideration of staff qualifications and the level of market competition. Within these recommendations, optimal pricing strategies are identified for different service categories, including basic, extended, and premium packages, while price differentiation is proposed based on customer needs and perceived value. In addition, the use of bundled offerings and seasonal promotions is recommended to enhance service attractiveness, along with the implementation of loyalty programs to stimulate repeat purchases and foster long-term customer relationships. The implementation of these recommendations enables automotive service providers to enhance competitiveness, ensure effective profitability management, and strengthen brand positioning in the premium market segment.

Conclusions. Thus, the pricing of premium detailing services in the Ukrainian automotive service market is based on a comprehensive integration of cost-based, market-oriented, and psychological approaches. The use of various strategies makes it possible to achieve competitive advantages, ensure business profitability, and maintain a high level of service quality while meeting the expectations of customers in the premium segment. The pricing system encompasses stages of cost analysis, market evaluation, customer segmentation, and strategy selection, which ensures effective adaptation of services to the characteristics of the Ukrainian market and the specific nature of demand for premium detailing services.

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РИЗИКИ ІНВЕСТИВАННЯ У ПЕРЕБУДОВУ НАЦІОНАЛЬНОЇ ЕКОНОМІКИ УКРАЇНИ У ВОЄННИЙ ЧАС

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Воєнна агресія проти України спричинила масштабні руйнування економічної системи, втрату виробничого потенціалу, логістичних ланцюгів та людського капіталу. У таких умовах перебудова національної економіки стає стратегічним завданням держави, а інвестиції — ключовим джерелом її відновлення та модернізації. Водночас воєнний стан суттєво підвищує рівень інвестиційних ризиків, що стримує притік як внутрішнього, так і зовнішнього капіталу, а це відповідно вимагає їх комплексного аналізу та пошуку механізмів мінімізації. [1, 4, 6]

Повномасштабна збройна агресія проти України зумовила глибокі структурні деформації національної економіки та актуалізувала необхідність її перебудови на засадах стійкості, адаптивності та довгострокового розвитку. Інвестування у перебудову економіки України у воєнний час супроводжується