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PhD in Economics, Associate Professor,

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Institute of Economics and Management (structural subdivision),V.I. Vernadsky Crimean Federal University,
Simferopol, Russian Federation.**CONSUMER PREFERENCES AS A BASIS FOR CREATING
A BRAND POSITION FOR WINE PRODUCTS**

The relevance of the article lies in focusing on the positioning factors when creating an attractive wine brand for the target audience. In other words, the creation of a more advantageous brand position of a product and / or product line in comparison with competitors' products based on research on consumer preferences, perceptions and cultural and behavioral characteristics.

To achieve the goal of the article, the genesis of the terms was revealed — brand, branding and positioning; the concept of «brand position» was proposed for use in marketing of consumer goods, the needs for wine-making products at all levels of the pyramid of A. Maslou are considered; a marketing research of consumer preferences of the target audience was carried out.

The study revealed that in the global competitive market for mass production, communications and distribution, the brand of a product becomes a powerful tool that creates additional value and stability for products and firms.

Keywords: brand, branding, positioning, target audience, brand position, mass market, wine consumers.

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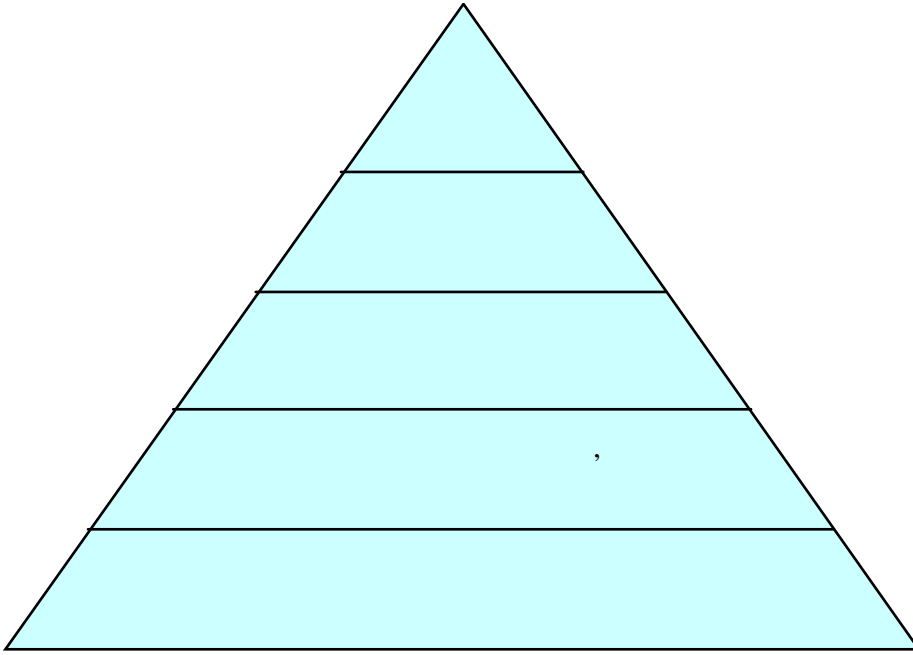
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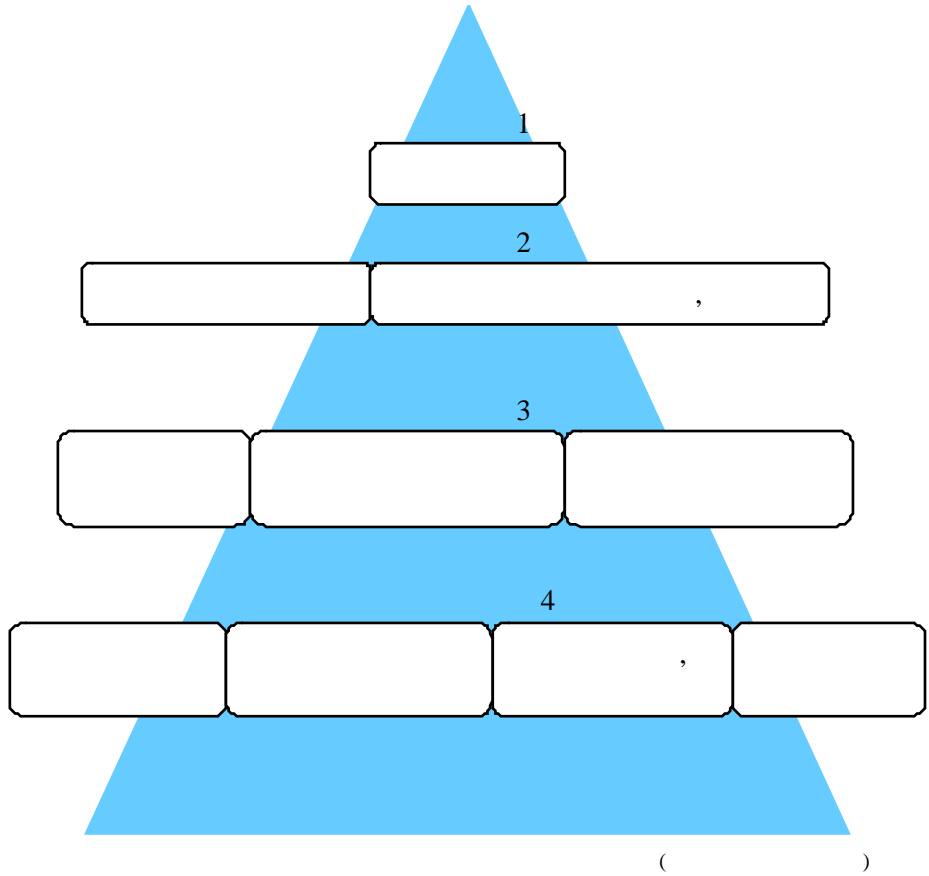
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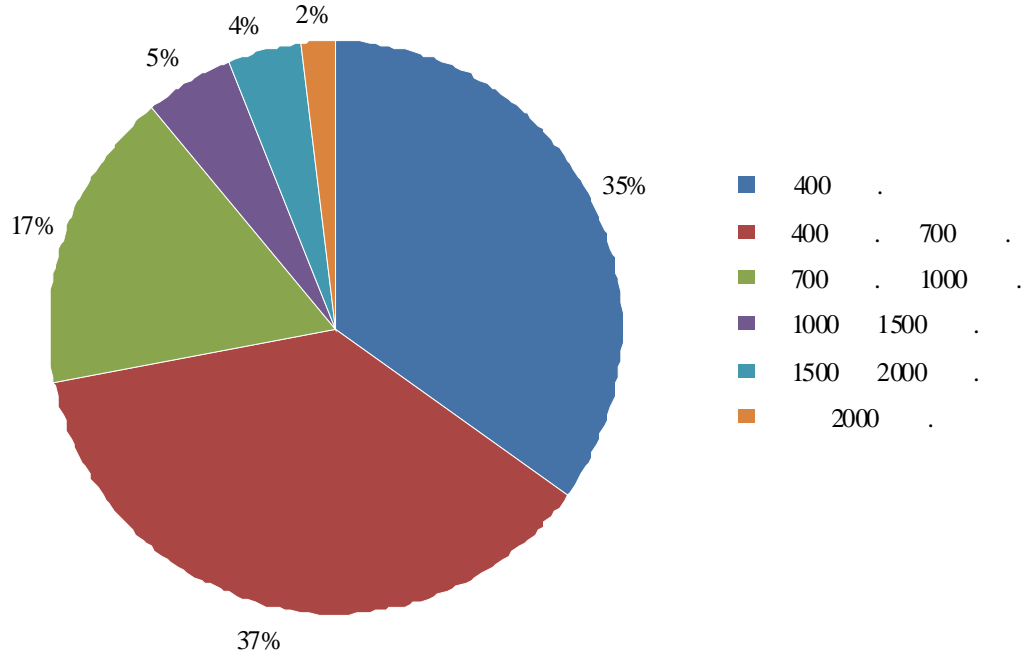
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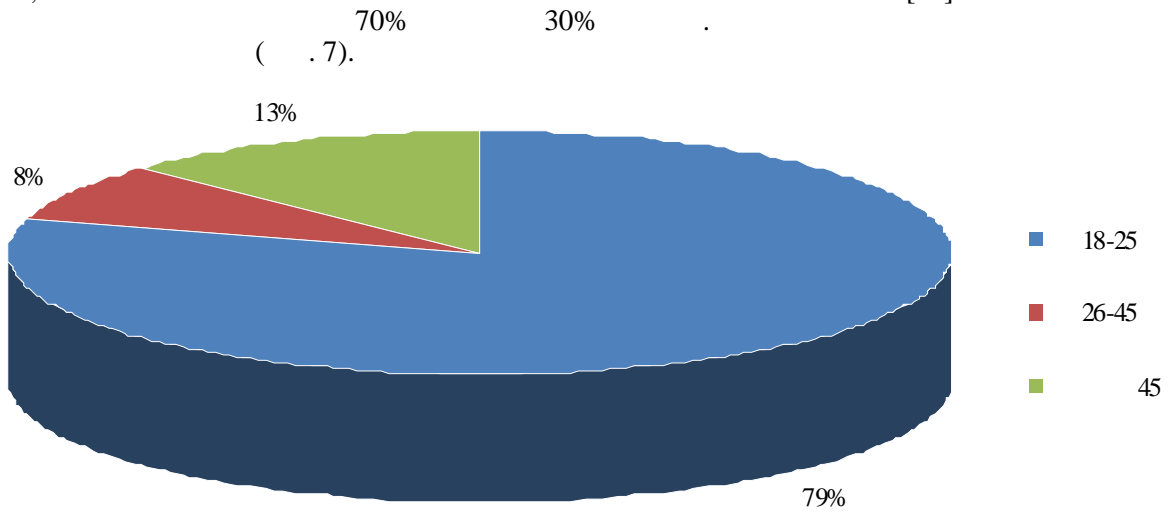
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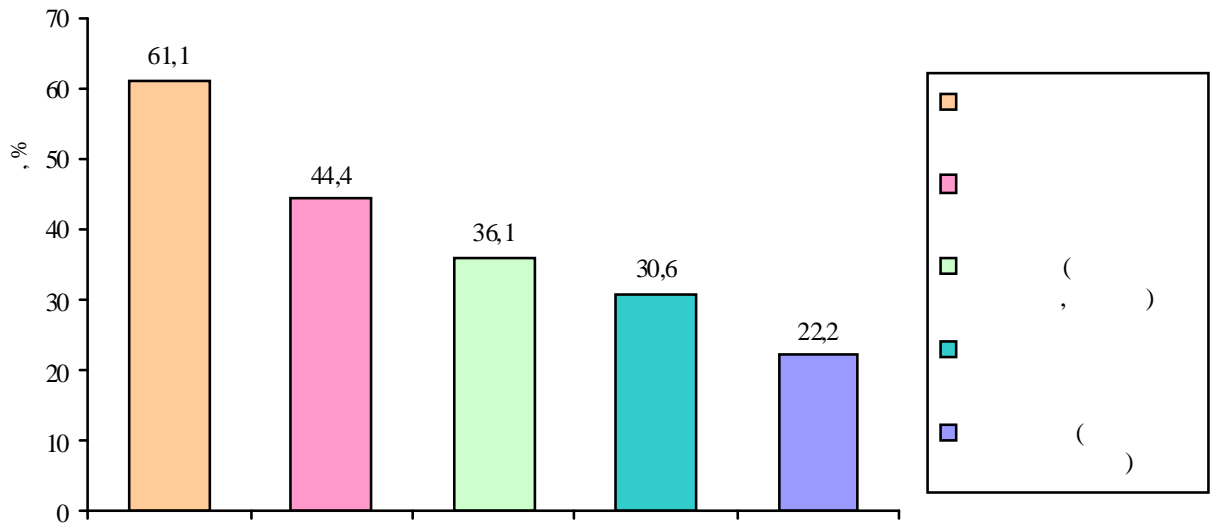


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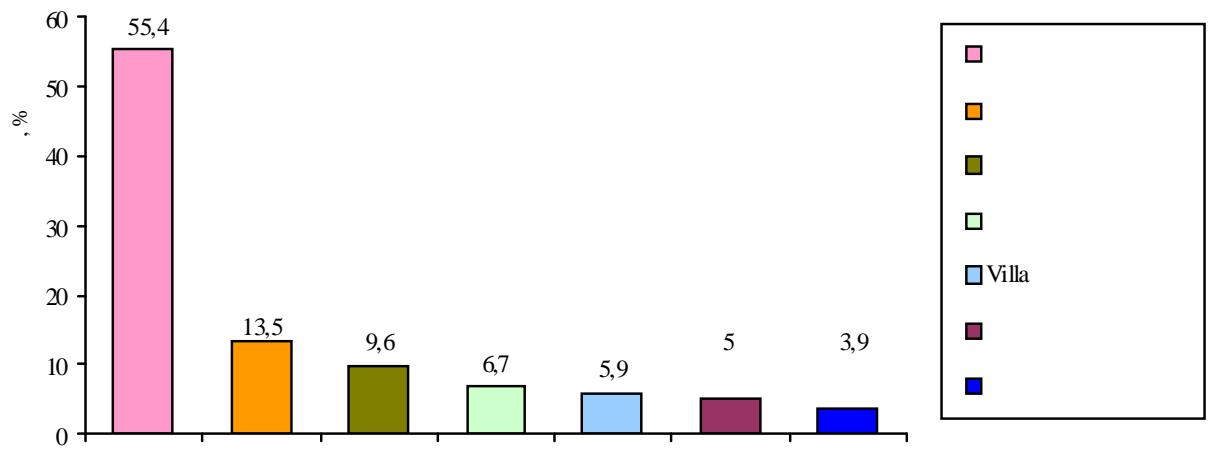
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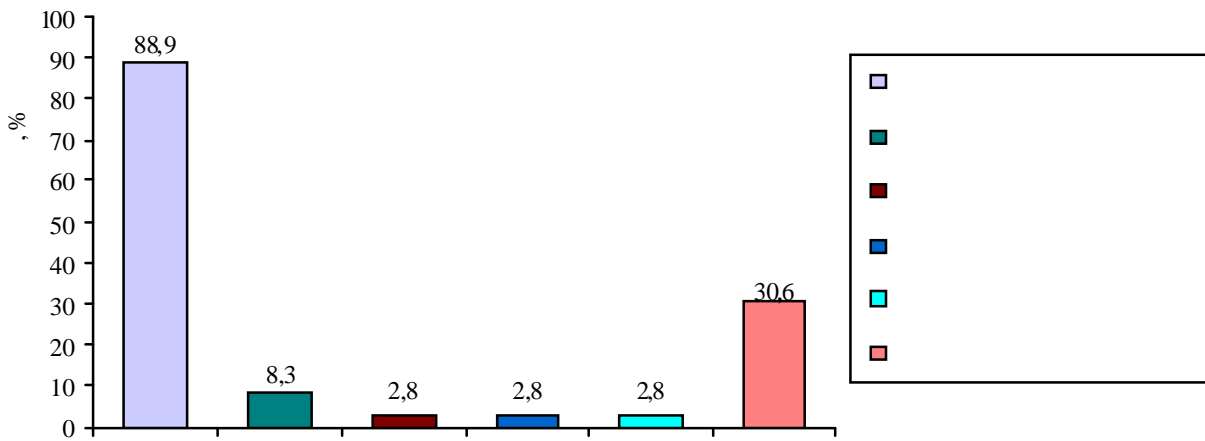
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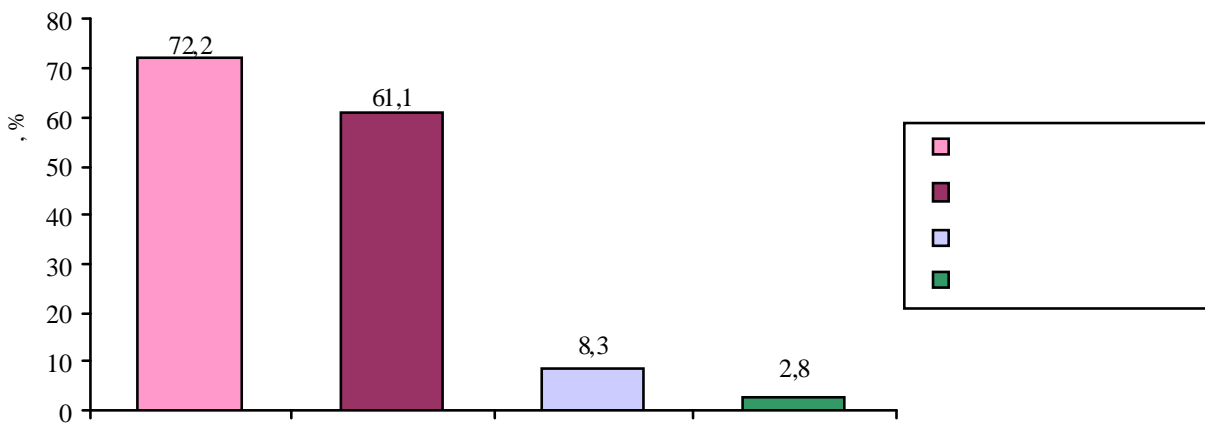
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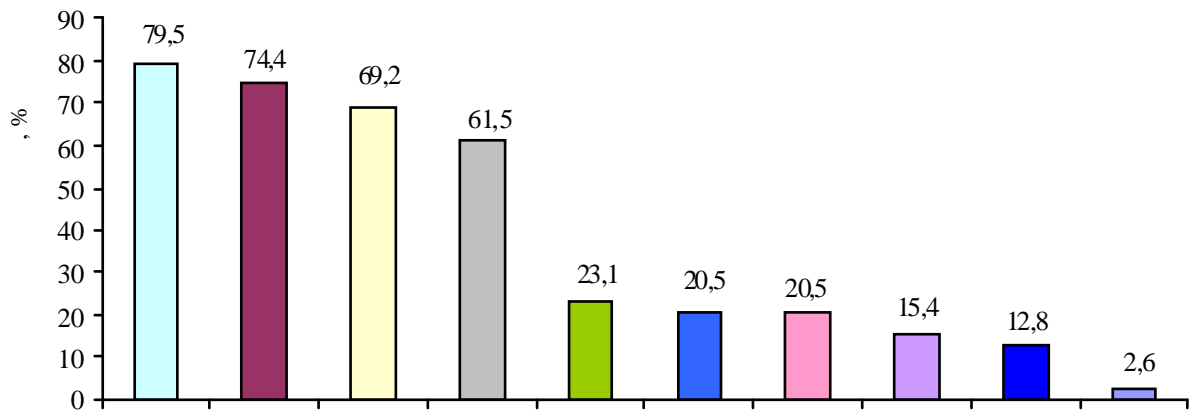


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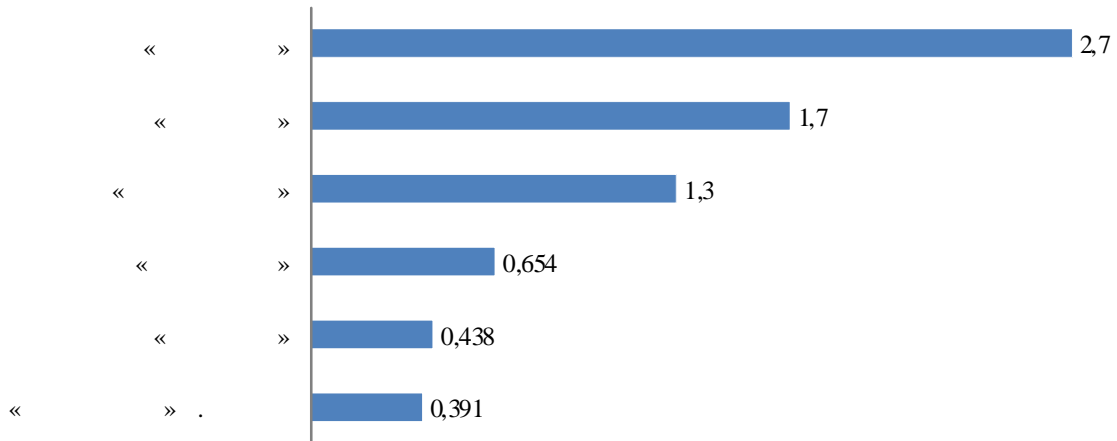
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