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CONSUMER PREFERENCES AND THEIR INFLUENCE ON THE MARKETING POLICY OF THE ENTERPRISE

Research on consumer preferences and consumer motivation is at the heart of the success of any business venture. The result of the firm's activities and the growth of its market share depend on how comprehensively, systematically and in detail the heads of companies will approach the study of real and potential customers.

The aim of the work is to analyze consumer preferences of visitors to a trading enterprise and develop, on its basis, practical recommendations for improving the marketing policy of the company, using the example of LLC «SINAP». The article discusses the role of the consumer and marketing needs. A study of consumer preferences of the target audience of the «Yabloko» supermarket chain was carried out. As a result: the factors influencing the decision to buy in the sales area were identified and the criteria for choosing a store were established. The survey made it possible to understand the level of customer satisfaction, to form directions for increasing their loyalty, to identify a number of shortcomings in the company's work and to develop an effective enterprise concept within the marketing mix. For the most accurate picture of consumers making purchases in retail trade networks of the «supermarket» format, a general visitor portrait has been formed.

Keywords: consumer preferences, marketing policy of the enterprise, consumer, target audience, marketing complex.

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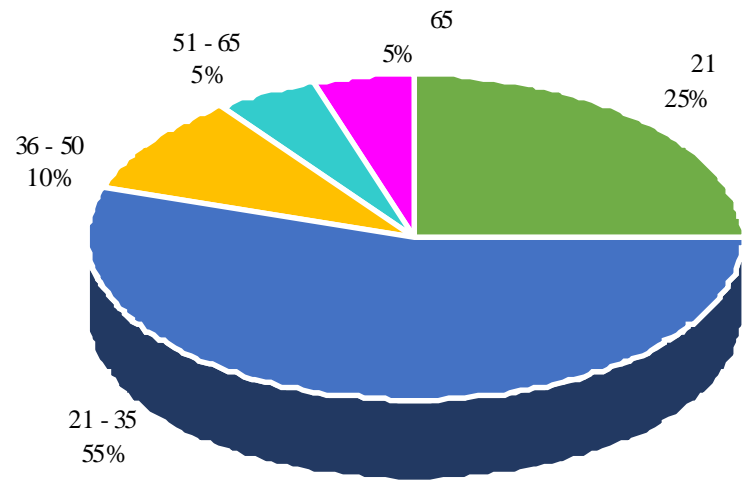
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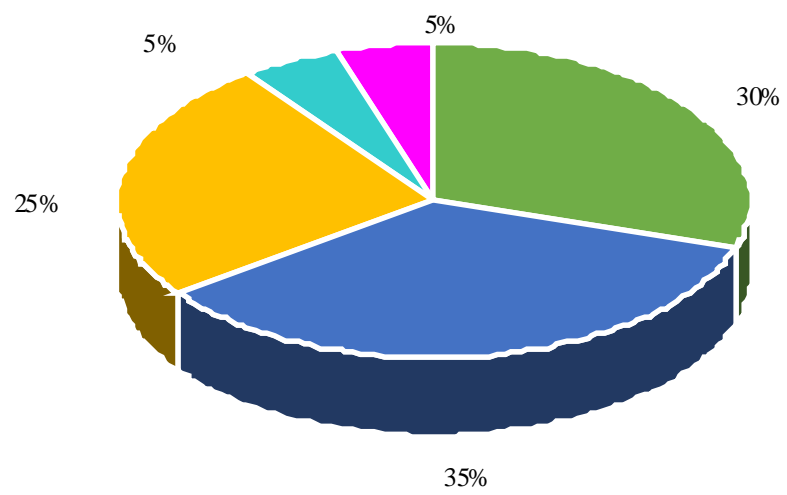
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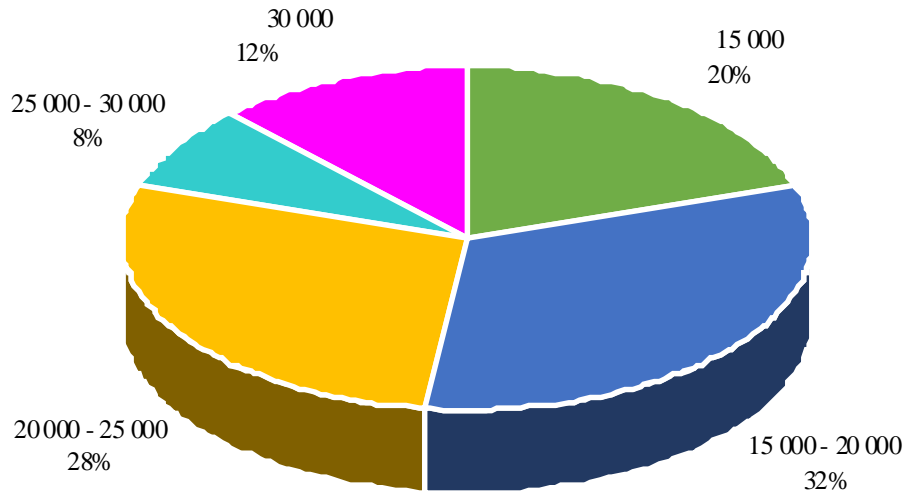
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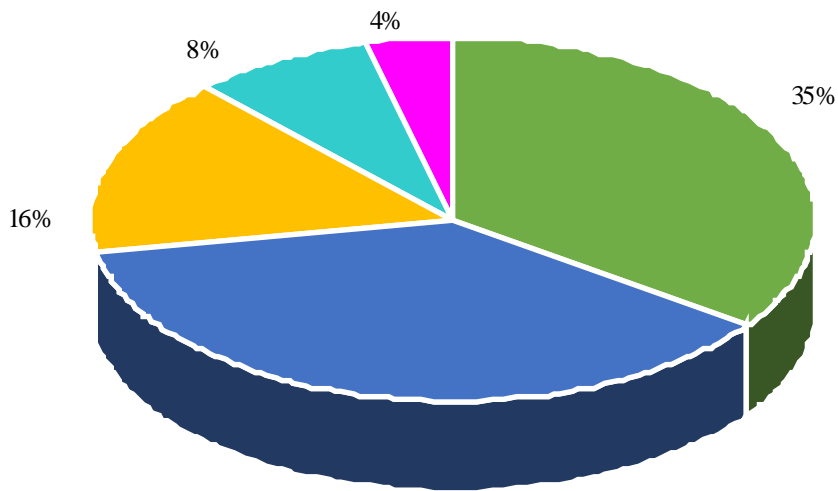
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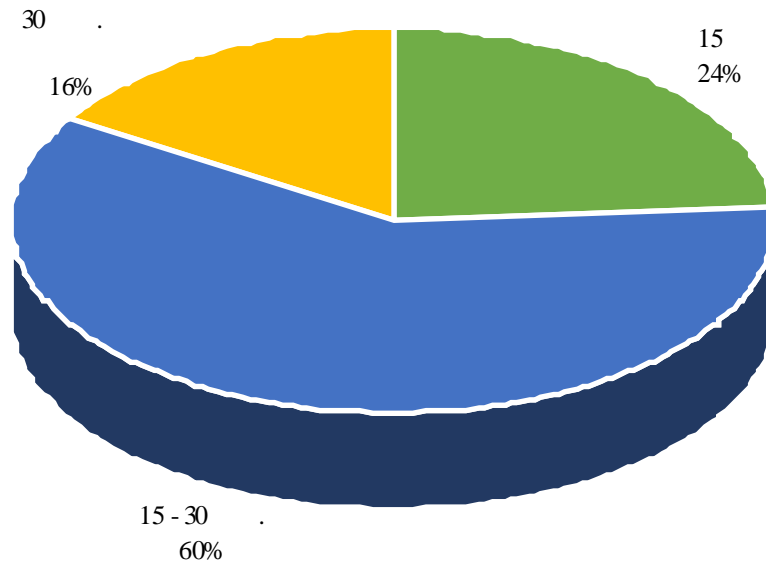
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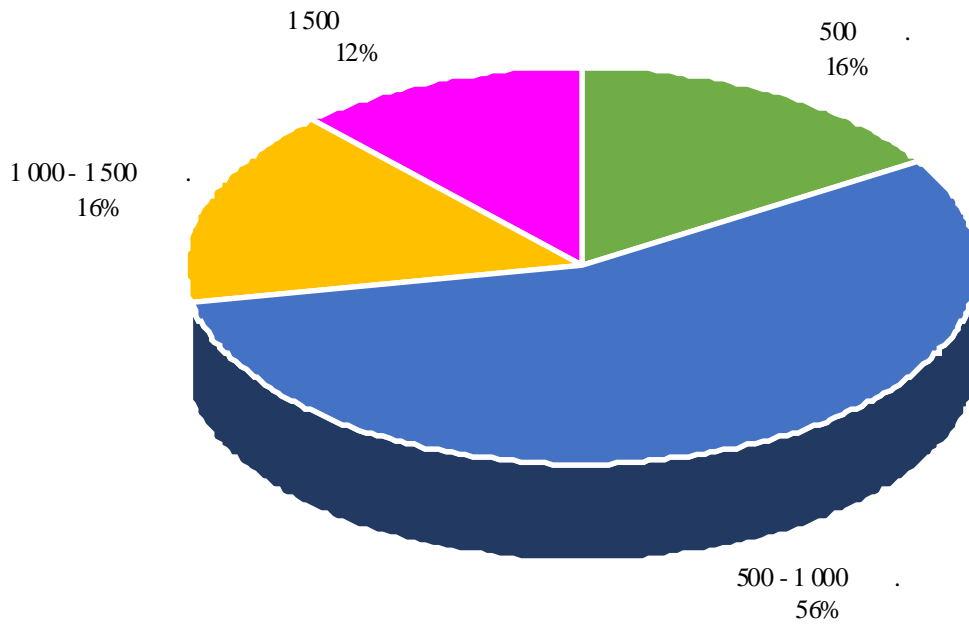


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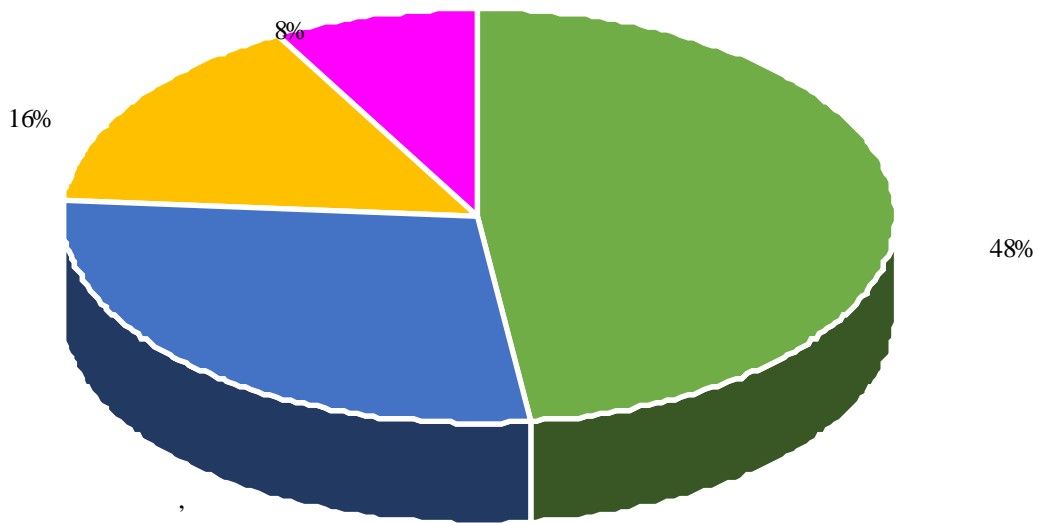
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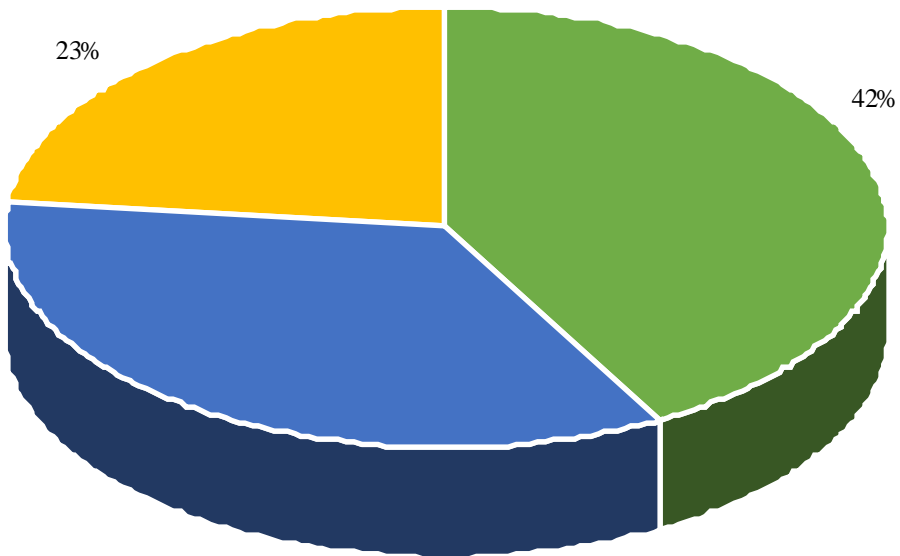
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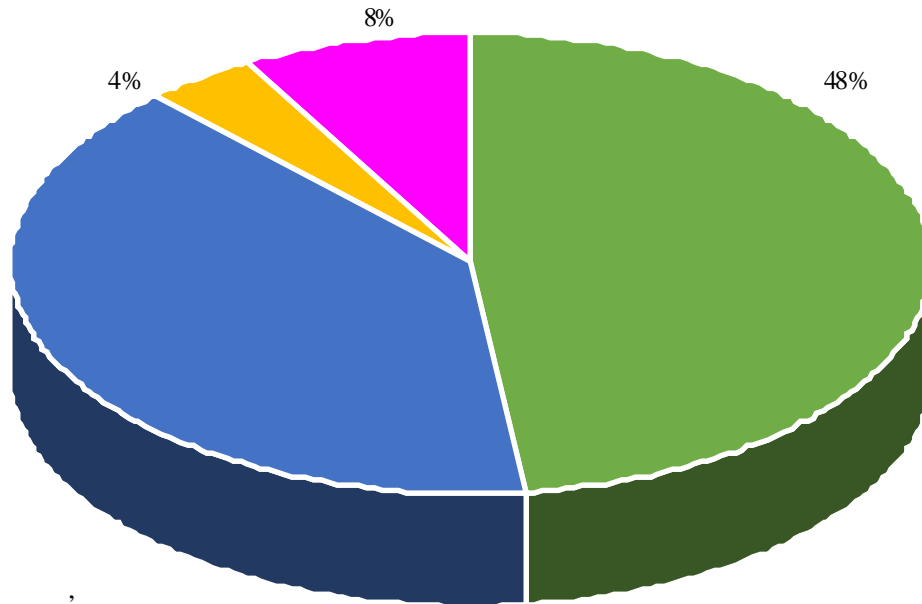


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