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BRAND AS A KEY TOOL IN THE IMPORT SUBSTITUTION SYSTEM

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Abstract. This article discusses issues related to the import substitution process in Russia. During the period of the first sanctions after the accession of Crimea in 2014, import substitution became a really important direction, while it did not remain the only way of development. The Russian market situation in 2022 showed that import substitution is a way out of the current situation for producers, consumers and the state itself. But the sharply vacated niches are strongly associated with the departed brands that set the bar high, and various analogues or their complete absence confuse the buyer. Establishing a connection between the manufacturer and the consumer is the main task of marketing. The past eight months have shown what problems the national business has faced and how crisis situations can be handled. Thanks to this experience, it is possible to form basic proposals for the further development of marketing in the import substitution. This is the central problem of this publication.

Keywords: marketing; import substitution; sanctions; national brands; consumer confidence; brand strategy; marketing strategies.

JEL codes: F51; F63; G32; M31; M30.

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