

encourages evaluation and emotions that may be of different intensity, accepted or not.

People evaluate the company image through their past experiences, values, generally accepted standards, guidelines etc. The image and the evaluation can only be figuratively distinguished in conceptual terms. In reality they are closely bound.

The company image can be positive, negative or vague. The aim of the company is to form a positive image. It increases its competitiveness in the market, attracts customers and partners accelerates sales and increase their volume, facilitates access to various resources - financial, information, human and material. Successful corporate image forming requires planning, organization and control.

It should be noted that, no doubt, the image plays an important role in the company's activities. It can be both positive and negative, over it can be developed by specialists, it may be spontaneous. Work with image is hard and delicate, it is multilevel, involves a lot of inescapable.

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THE INTERNET AS THE SALES CHANNEL FOR ORGANIC PRODUCTS

Key words: organic products, sales channel, online sale

The growing popularity of organic products among the population took place in the period of rapid development in the world of new technologies and a sharply increasing users of Internet services. Also, Ukraine is not exception.

The number of unique Internet users in Ukraine, since 2000, has grown more than 90 times and at the end of 2015 amounted to more than 18 million people. But not all the age groups are using the Internet with the same intensity. This is evidenced by the fact that 91% of the total number of Internet users – are people between 18 to 49 years old. Sociologists predict that by 2020, every second Ukrainian will become a regular customer of on-line stores.

Studies show that buyers of organic products are persons older than 18 years, who have a responsible attitude to their health. Maximum demand for organic products is observed in the age group 40-49 years, which is primarily due to a better financial position of the group. More than 12% of potential buyers of organic products are willing to buy it for home delivery, a priori, in online stores [1].

Foreign experience in implementing organic production suggests that the major European channels its sales - are:

- Retail network - about 73%;
- Direct sales to companies and sales through markets, which provide about 15% of sales;
- Sales through specialized shops: bakeries, butchers, restaurants and other catering establishments - up to 12%.

The structure of each country has individual sales channels. When consumers buy organic products they overpay an average of 40 - 60% more than for similar products which are grown on intensive technologies.

Current global trends have led to a situation where competition between ordinary stores and online shops are very sharpened. It is a common belief that the popularity of organic products is dependent on the level of development of a country or region. Thus, a resident of Switzerland spends on organic products 103 euro per year, Sweden - 47 euros, Germany - 38 euro, France and the UK - 27 euros [2].

Nowadays there are about 70 online shops, located on the territory of Ukraine, which sell organic production. It should be noted that not in every region has registered an Internet store that implement organic products. Most of them offer the delivery of organic products in the region during the day. So, about 53% of online stores along with retailers carry through wholesale distribution network. This service makes available using organic products for people in all regions of Ukraine.

Almost all of the online stores have their own trademarks. So, 16 shops (22%) sell organic products excluded Ukrainian brands, 6 online stores (8%) - only products of foreign brands and the range of most shops (46 or 66%) is represented both Ukrainian and foreign trademarks. The two online stores brand of products is not indicated.

In conclusion, the functioning of the online stores, as one of the channels of the implementation of organic production, will positively influence into development of the market of organic products. A further development of communication services allow online stores offer consumers of organic produce fresh, high-quality organic products from producers at a price lower than in ordinary stores.

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SEXISM IN ADVERTISING AS AN ADVERTISING PROBLEM

Key words: marketing communications, advertising, sexism

The word "sexism" in most cases makes people imagine very lewd associations, thereby causing one immediately fall into confusion, and others - to lead the troubled brow and skeptical chuckle. Under sexism one understands gender-based discrimination. It is an ideology that claims to different rights and the unequal position of men and women. Unlike other forms of discrimination (eg, racism),