

applicable to music, text lyrics, image, and music video, which are strongly related with each other and are shown in advertisement. The environmental psychology model proposes an environment (such as retailing store) that produces an emotional state in an individual that can be categorized into pleasure, arousal or dominance in buying situation [3]. This study defines media, which provides information that is represented by the combination of sound, sight, and touch sources. This study covers various areas of the visual and verbal media messages through which people take information. The verbal and visual information affects individual's perception of the environmental stimuli.

The results of this research clearly indicate that there exists a weak association between environmental response with the consumer buying behavior including the attitudinal as well as behavioral aspects of the consumers buying behavior. Emotional response on the other hand established strong association with the consumer buying behavior. Therefore, it is established through this research that consumers purchase products by emotional response, rather than environmental response. The environmental response of the purchasing associates these buyers with unplanned or impulse buying but in this research consumers purchase those products from which they are emotionally attached. In addition, these attachments are created through advertisement as audio, video and text form, which appeals to him or her.

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EUROPEAN STANDARD ECOCERT IN THE RETAIL MARKET UKRAINE

The consumer is the target audience of any manufacturer, it expects a good quality of products, which begins with the production of raw materials and in production cycle. The consumer hopes to get quality products that will not harm consumers health, the safety factor is most important for him in the organized retail network.

The topic of safety and quality of food products in Ukraine regarded for many

years. For many years we had a system where quality certificates were bought for money, but not passed the appropriate quality control. But all this changed one historically important moment for Ukraine of the Association Agreement with the EU. Domestic producers will be forced to apply the tools and methods of promotion on the market, the main focus of which is the positioning on the quality and safety of products.

In this context, special attention should be paid to the ECOCERT standard, the strictest and most prestigious standard among manufacturers in the world. Today with the help of this standard farmers are promoting their products in more than 80 countries.

ECOCERT was formed as a result of division of the Ministry of agriculture of France on 2 organization: L A. C. A. B (Advisory function) and Ecocert (functions of monitoring and certification). The ECOCERT certificate is a comprehensive and thorough monitoring of all stages of production, including: ecological purity of the land, on which is grown a special raw materials, technology of its processing, all stages of food production and its composition, packaging, labeling, storage and transportation.

ECOCERT is used for promotion on the market of food products, as well as cosmetics, detergents, perfumes and textiles. ECOCERT is the leading element of the practice of fair trade. A special role has this tool for brand promotion of environmental and natural products.

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HOW TO USE INSTAGRAM FOR SALE

Internet business has become very popular in recent years. One of the most popular ways to sell the goods – to sell this products on social networks. Instagram is the new social network and it can be used for a lot of things – sharing lunch with friends, showing off latest outfit, or showcasing the awesome scenery of latest adventures. But Instagram can also be a great tool for marketing and growing some kinds of business.

When most people think about starting an ecommerce business, they have a vision of selling some amazing product that will enable them the freedom to work on something they truly enjoy. But despite early enthusiasm, sometimes they end up not taking action.

So what happens?

- A. They don't have any idea of what to sell
- B. Worrying about failing prevents them from starting