

2. Product excitement – caused by product delivery interruptions or abrupt cost decrease.

3. Appliances and vehicles excitement – caused by increased demand for household appliances, vehicles and related goods due to abrupt growth of the country's currency rates.

4. Service excitement – e.g. increased demand for the expert's advisory services after positive media representations.

5. Bank panic – deposit account closing caused by loss of trust in banks, decrease of national currency rates, great inflation.

**Bondar I., Yelizarova K., Pashchuk T.
Mel'nikova I., research supervisor
Kryvyi Rih National University**

CORPORATE IMAGE

Key words: corporate image, the concept of the company's image, a positive image of the company

Once the company wonders how they are different from their competitors, which means may attract other consumer groups, it is time to speak of the beginning of image formation.

Corporate image is an image of organization, formed in the public consciousness, holistic perception of different groups of people. Company image that exists in employees' minds is the inner image. The image in customers', competitors', partners' (not employees') minds is its external image.

Image begins to form immediately after the company enters the market. However, in most cases, managers have neither time nor energy nor money to deliberately adjust it in the desired direction. In this case it is formed spontaneously. Commonly, a spontaneous image has both positive and negative features.

This process involves several stages. First, the already established image should be fixed. For this various surveys, questionnaires, observations, focus groups are used as diagnostic methods. The next step is defining pros and cons. Based on the tasks, positive image features is those that contribute to their solution, and negative – the ones that hinder the solution.

The company image appears in consumers' consciousness under various contacts with the company – through both direct communications with employees and advertising, exhibitions and presentations. Large international companies seek uniformity in behavior and communication styles of employees of a contact zone. The goal that is pursued is to neutralize individual characteristics of employees to the maximum extent and to draw attention to the company. Advertisements usually contain direct and indirect messages.

The concept of a company's image includes two components: narrative (or information) that is the image itself and evaluative (or associated with the attitude). The evaluative component means that any information about the company

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.

**Bovsunovska I., Masiuk O.
Bezus R., Bilotkach I., research supervisor
Dnipropetrovsk State Agrarian and Economic University**

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%.