

important factor that negatively affects the implementation of foreign economic policy is the lack of strategic cooperation, differences in the interpretation of certain terms and the existence of a certain system of hierarchy.

Ways to improve the mechanism of foreign trade regulation are the next [3]: improving the institutional basis of bilateral relations; creation of joint Ukrainian-Chinese enterprises on the territory of Ukraine; optimization of the structure of commodity trade; development of state and regional strategies for metropolization of large cities; intensification of interregional cooperation; development of regional tourist, ecological, cultural and educational projects.

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PACKAGING DESIGN IN MARKETING

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To promote a product to the market, you need to present your goods in the right way so that it becomes competitive. To this end, you need to make every effort, because the consumer will give his preference to exactly the product that has a leading position, which corresponds to the ratio "price = quality" and certainly stands out due to the unusual, attractive appearance, that is, the design of the package.

The purpose of the article is to find out the attitude of buyers towards packaging design, and analyze how design drives sales.

Customers do not even notice that they are choosing a product, because they are simply attracted by the packaging, especially if these products have never been bought. It should be noted that our curiosity takes control over us, because it is so interesting what this trademark is, or a new product of an already well-known brand, it is interesting to know and compare it with others, maybe this product with an unusual, eye-catching packaging will really become our favorite and we will recommend it to all our friends, relatives and colleagues.

One way or another, if we turned our attention to products with a cool and interesting packaging design, and held our eyes on it, then for the most part we will want to buy it. And so we have already made a purchase, tried this product, and our head asks the mind: "Well, do you like this product? Are you satisfied with your purchase?" If our mind answers yes, then we will run to the store and buy it again, and if our brain answers no, then this was the first and last purchase of this particular product.

Among the consumers surveyed, when asked whether they pay attention to packaging, 77% answered that it plays a role and forms their purchase, and the remaining 23% said that they do not care how the product is designed. It is worth noting that packaging design really plays a significant role in marketing. After all, nothing else attracts the buyer so much as the appearance of the product, this is the basis of all the basics.

There is such an expression “Without a beautiful appearance, no one wants to know your soul,” in creating a new product we have the same thing, without attractive packaging, no one wants to buy a product.

We also asked consumers about the color palette and packaging design, and it turned out that 58% - think that you need to adhere to the minimum color combinations, and as few unnecessary elements as possible, 19% of buyers - want to see colorful and bright design solutions, and 23% are indifferent and they are happy with everything.

We can say that most of the buyers are already tired of seeing too bright and contrasting packaging with a lot of different colors. They want smoother shades that don't scream, but still attract.

Summing up all of the above, we come to the conclusion that marketers and designers, when promoting a product to the market, should conduct research on consumer preferences regarding product packaging design, create an attractive story that captures the imagination of the buyer and makes him buy the product.

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PRIORITY DIRECTIONS OF DEVELOPMENT OF TOURIST SERVICES OF UKRAINE

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The modern rhythm of people’s lives is extremely active, it requires a lot of nerves and strength. Such a fast and busy life adds stress that is harmful to health. People need rest, both physical and moral. Therefore, tourism has become an integral part of society and is becoming an increasingly popular service every year. Today, the tourism sector is the service industry which suffers the greatest losses in the world caused by the COVID-19 outbreak, which affects both supply and demand.

The purpose of the article is to analyze the market of tourism services in Ukraine, to determine further prospects for its development, which will allow predicting its development in the future. The tourism industry is becoming increasingly important for the economic and social spheres of any country. The market of tourist services in Ukraine is extremely diverse, so the issue of the quality of tourist services, the study of the tourism market in Ukraine and prospects for its development remains relevant.

The development of tourism in Ukraine directly depends on such sectors of the economy as transport, trade, communications, construction, production of consumer goods. Tourism is considered as one of the leading industries in the field of economic restructuring. When studying the state of the market of tourist services in Ukraine, it is also important to analyze the tourist attractiveness of Ukraine. Today in Ukraine, there are more than 4.5 thousand accommodation facilities for tourists and vacationers with 620 thousand places, but they need radical changes that will meet international standards. In addition, recreational areas, cultural and architectural monuments of Ukraine also need to ensure attractiveness and both tourists’ current involvement and positive reference afterwards.