

scientific material. The student, mastering the practical study and accumulation of material, does not always use the principle of systematization in activities, which leads to the impossibility of generalizing the acquired amount of knowledge [2].

The entry of the general educational space of Ukraine into the Bologna system of teaching prepares high-quality specialists under the condition of a responsible attitude of teachers to work, search encouragement, creative, analytical function of students. Lectures in such a process are considered as a tool that supports search and activation. With conscientious performance of tasks, use of the innovative technical base - the Internet network, the head will prepare a high-class specialist for graduation from the institute.

The most acute problem is the inconsistency of scientific training with the economic demands of the country. A fairly rapid reform of the higher education system leads to a constant change in the curriculum, which affects the objectivity of the student knowledge assessment and the quality of his preparation for work. The number of trained legal and economic specialists significantly exceeds the amount of graduated engineering and technical personnel. Most people with higher education lose their jobs, but the state spends money on retraining and unemployment benefits. The government does not fund the development of basic sciences, so the main task of the university is to encourage students to form an active life position and choose to study applied specialties [2].

According to the expert, Fulbright Scholar Olena Panych, the reform path of the education system will not be easy. Our country has refused to involve the education sector in the traditional soviet teaching system; the educational conditions of the Bologna process led to the fact that all curricula became of a recommendatory nature, rather than mandatory. There is a danger of skewing teaching in the direction of knowledge simplification and training of graduates with secondary education.

Changes in the activities of higher education affect the method of financing the activities of teachers. The principle of decentralization indicates a reduction in funding for universities by the state, the delegation of this function to entrepreneurs, that are provided with guarantees in the form of simplified credit and social actions. In this case, the higher school has the right to independently dispose of the funds received. According to the reform results, the Ukrainian educational system is close to the Western type of teaching with unified cycles, financial support independence and accessible to many segments of the population [1].

References

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CONSUMERS NEEDS IN MILK AND DAIRY PRODUCTS

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Milk is a unique product that includes all the necessary nutrients for humans (proteins, fats, carbohydrates, minerals, vitamins) in an easily digestible form and in an optimal ratio to satisfy the human body in them. Therefore, milk and dairy products are in constant demand, as they are an integral part of the diet of most people in our time and are considered especially valuable and useful.

But what are the needs of consumers of dairy products today? To identify them, a marketing research of the behavior of consumers of dairy products was conducted.

The main purpose of the study is to determine the market needs for dairy products. The study was carried out by us through a questionnaire survey. The questions in the questionnaires were formed in such a way as to find out the attitude of consumers to prices, quality of goods, to determine the main criteria for choosing milk and dairy products in modern conditions.

As shown by the analysis data, 90% of respondents buy dairy products. With regard to the frequency of purchases of dairy products, the analysis showed that 20% of respondents make purchases once a week, 40% several times a week, 10% once a month, 20% twice a month and 10% on holidays. This data confirms the assertion that dairy products are in great and constant demand in our time.

Further research was aimed at identifying factors influencing consumer choice when purchasing dairy products. Consumer preferences of the respondents in relation to the groups of dairy products were distributed as follows: milk is bought - 20% of the respondents; yogurt - 50%; kefir and fermented baked milk 10% and 10% each chose their own version. That is, yogurt and milk, among dairy products, are in the greatest demand among consumers.

But the most important thing is to determine the criteria which influence the customer while buying dairy products. The analysis data showed that when purchasing dairy products, the priorities of the respondents in relation to the selection criteria were distributed as follows (a priority scale from 1 to 5): quality has the highest priority among all factors with an assessment of 4.8, price takes the second place - 3.6, taste - 3, trade mark - 2.4 and in last place with a score of 1.2 is the packaging design. That is, the main criteria are quality and price.

But is price an indicator of quality? 50% of respondents believe that price is an indicator of quality, 20% believe that it is false and 30% believe that it is true sometimes. Therefore, we can conclude that, for the most part, the price is an indicator of quality and these criteria are interrelated. What is the optimal price for consumers? According to the survey, 60% of respondents consider the optimal price from 25-30 UAH per 1 liter of milk, but at the same time they consider the price up to 15 UAH too low, and the price 35-40 UAH too high. These data show that consumers understand the relationship between price and quality and they do not want to buy a cheap, low-quality product, but they are also not going to overpay too much. It also confirms that the largest segment of milk and dairy product consumers has an average income.

Summing up, we came to the conclusion that dairy companies should pay attention to the needs and preferences of consumers found in this study, exactly, to focus on the production of the highest quality dairy products in the middle price range.

References

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THE ECONOMIC SIDE OF WASTE SORTING PROBLEM

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Nowadays waste sorting problem is becoming increasingly vital as young generation, in particular people between 13 and 30 years old, care about the future of the planet. However, the environmental pollution caused by waste that people throw away is often overlooked.