

CONSUMER RIGHTS PROTECTION WITHIN A COMMUNICATION AUDIENCE AT THE MARKET OF FOOD PRODUCTS

Malkov D.I.

Postgraduate Student,
National University of Water Management
and Nature Management

The article argues that consumers make a substantial impact on the market and proves that the consumers advance demands to producers by means of mass media, creating a communication audience. The research describes the concept of communication audience of a market, which is based on two assumptions: the first one deals with integration and trust between the market audience and a company at the market; the second one is connected with business running, i.e. the function of consumer needs satisfaction. The author of the article studies components of the communication audience of a market, in particular consumer rights protection; system of market standards; system of behavior

at the market. The work determines that the system of standards consists of the standards of its audience, as material norms of behavior, values, interests, obligations of the communication audience obtainers (entrepreneurs) and the market audience (a group of consumers with similar tastes). The research presents the main principles of consumer rights protection, which are approved by regulatory acts of Ukraine. The author argues the necessity of keeping to the market standards, which secure safety of food products, and also describes behavior of consumers at the market, which is formed on the base of personal interests, degree of usefulness and personal necessity.