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## **CHARACTERISTICS OF TOOLS FOR PROMOTING GOODS OF FOOD INDUSTRY IN THE INTERNET ENVIRONMENT**

### *Summary*

Digital technologies, current e-payments, communications, current expansions of target audience, resulted in appearance of online-trade and development of Ukrainian food industry online-market user are described and analyzed in the article. The article explores current tendencies and possible opportunity prospects for the development of electronic trade of food industry in modern economic Ukraine, and in the world at all, as well as the wishes of Ukrainian Internet-users among the most world-famous sites. Studied and analyzed four main pear subjects electronic trade in food industry by the authors. The most popular means of influencing the purchase of products are investigated online consumers and factors that help consumers accept a decision on the purchase of products of food industry on the consumer Internet market in Ukrainian economics in the current moment. Identified key players in the electronic markets by the authors. Every year the new marketing instruments of promoting products of food industry appear in the Internet that is why understanding and use of internet-technologies will provide maximally quality experience of customer cooperation with the brands of enterprise and success with politics of commodities' distribution in online-market of food industry. The authors determined the value of the economic category of stakeholders by electronic trade in the article. The authors defined the future economic benefits and current prospects for further electronic commerce development for food industry products and some significant shortcomings of electronic commerce for the economic business. In fact, it gives an opportunity to define actual current directions of theory development and practice of food industry enterprises' communication politics in the Internet.

**Keywords:** electronic trade, Internet-user, Internet communications, web site, Internet trade, marketplaces, social networks, stakeholder, Internet technologies, promotion of goods of food industry.

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