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## **NECESSITY AND DIRECTIONS OF IMPROVEMENT OF THE GOVERNMENT REGULATION OF CONSUMER GOODS MARKET IN UKRAINE**

Markets cannot develop and function without mechanisms of regulation of the implementation of effective policies, market stimulation, improvement of situation in the market in general according to the needs and interests of society.

Objective reasons of necessity of government control in conditions of modern market economy are related to the absence of perfect effective competition, inefficiency of price mechanisms in market for some categories of goods; existence of markets, where the adaptation to the competition is very slow and painful compared to the classical model of self-regulation. That is why the government regulation of the market environment is an important part of effective functioning of any kind of market. The improvement of regulation of the consumer goods market means intensification of government's actions for growth and further improvement of market, its dynamic and efficient development, introduction of more effective instruments of government regulation.

The article is dedicated to directions of improvement of government regulation of consumer goods

market. Every kind of goods has its own area of use and meets certain interests of subjects of property and homekeeping. The socio-economic development of Ukraine predetermines the necessity of analysis of the most important instruments of government regulation of the market, such as: consumer protection, pricing, revenues, social security payments and fines; taxation; reduction of realization of fabricated or counterfeit goods; removal of unfair competition; protection of households and consumers; improvement of the system of certification, standardization and licensing of goods; provision of development of private property and protection of ownership rights; formation of the healthy civilized competition environment; enlargement of competencies of public institutions of consumer and population security etc.

The relevance of the topic of research and key priorities are dedicated to classification and analysis of basic directions of improvement of government regulation of consumer goods market, description of problems and ways of their solution. It gives an opportunity to cre-

ate economic conditions at the market, which induce market subjects to act in accordance with the necessities of consumers, solve different tasks with respect to national and private interests.